

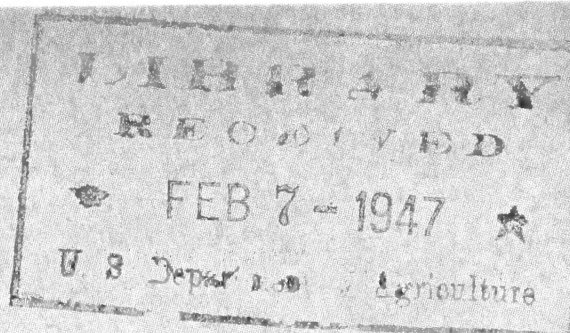
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# 1947 manual on Cantaloupes



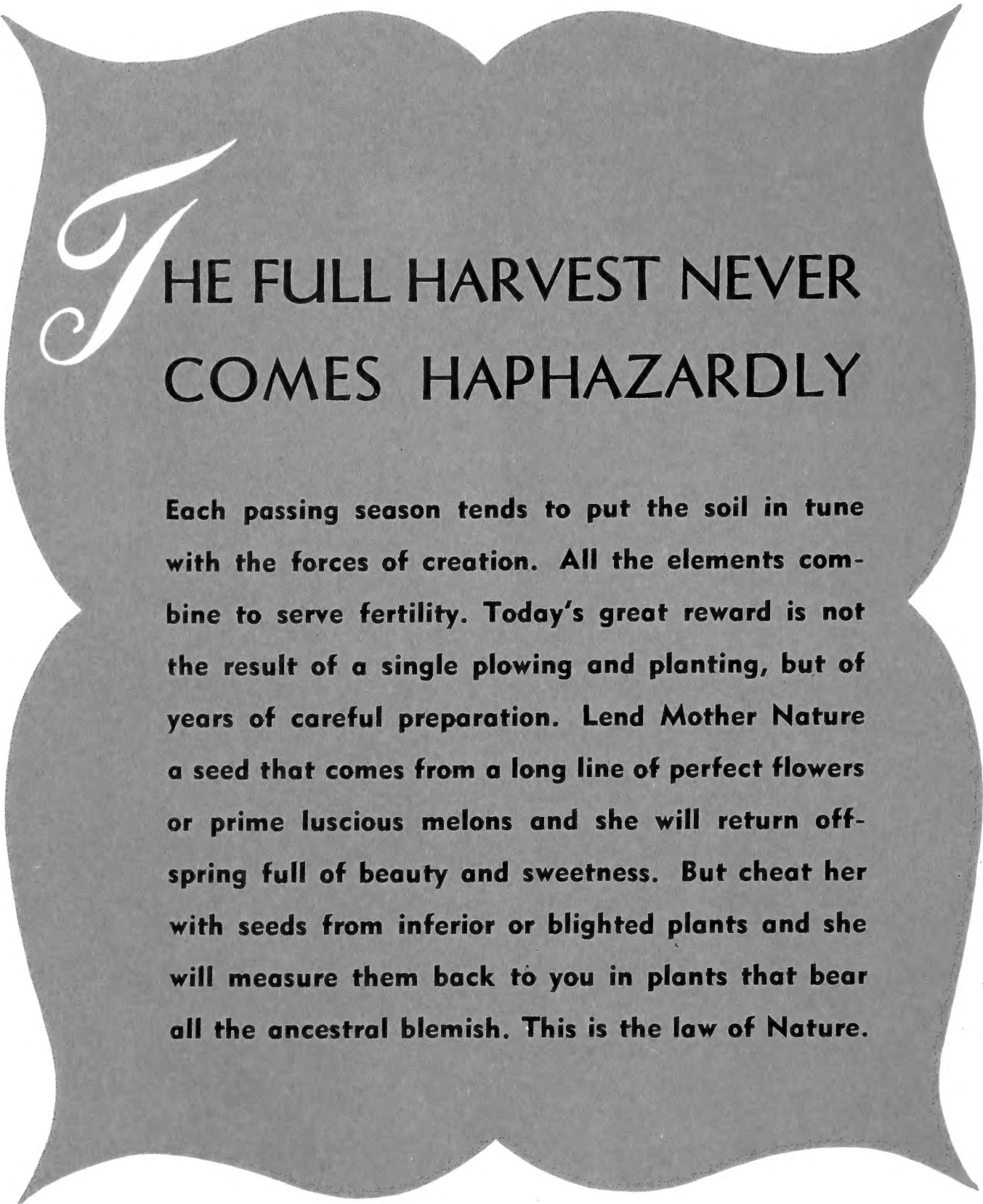
## *Catalog and Price List*

**THE ROCKY FORD CANTALOUPE  
SEED BREEDERS' ASSOCIATION**

ROCKY FORD, COLORADO





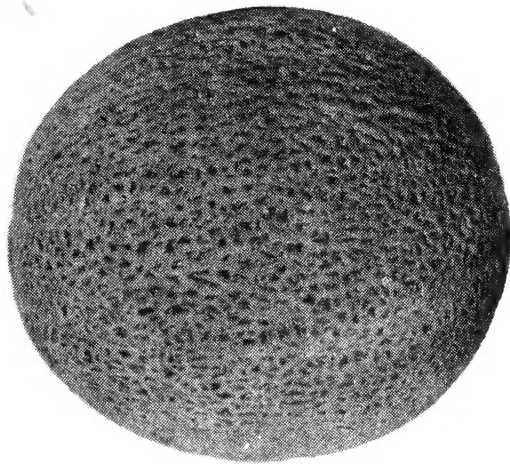


# **T**HE FULL HARVEST NEVER COMES HAPHAZARDLY

**Each passing season tends to put the soil in tune with the forces of creation. All the elements combine to serve fertility. Today's great reward is not the result of a single plowing and planting, but of years of careful preparation. Lend Mother Nature a seed that comes from a long line of perfect flowers or prime luscious melons and she will return offspring full of beauty and sweetness. But cheat her with seeds from inferior or blighted plants and she will measure them back to you in plants that bear all the ancestral blemish. This is the law of Nature.**



*Presenting the*  
**38<sup>th</sup> ANNUAL CATALOG**  
**AND 1947 PRICE LIST**  
**OF THE**  
**ROCKY FORD CANTALOUPE SEED**  
**BREEDERS' ASSOCIATION**



PERFECT TYPES OF CANTALOUPEs are chosen as guides in the selection of seed stocks.

Since the grower is interested in growing as large a yield as possible, the vigor and profuseness of vine growth, disease resistance, and "set" of melons are important to him. Since the melons must look attractive on the market in order to secure buyers, the cantaloupes must be judged by shipping qualities, size and shape of the fruit and by the netting and color. Since melons are grown solely for human consumption, the color and solidity of flesh, the size of the cavity and above all the flavor are of prime importance. All these factors are taken into consideration in the selection of the melons we save for seed.

As a buyer of cantaloupe seed, you will be interested in how we handle our seed crops to get the perfect types. On the following pages a series of photographs show our actual operations and methods of handling cantaloupe seed.

*All Our Cantaloupe Seed Is Hand-Cut*

## **PURDUE 44**

**A NEW HALE'S BEST STRAIN**

PURDUE 44 is a new Hale's Best cantaloupe, selected from our Seed Breeders strain. It has all the fine Hale's Best characteristics plus a resistance to alternaria leaf spot.

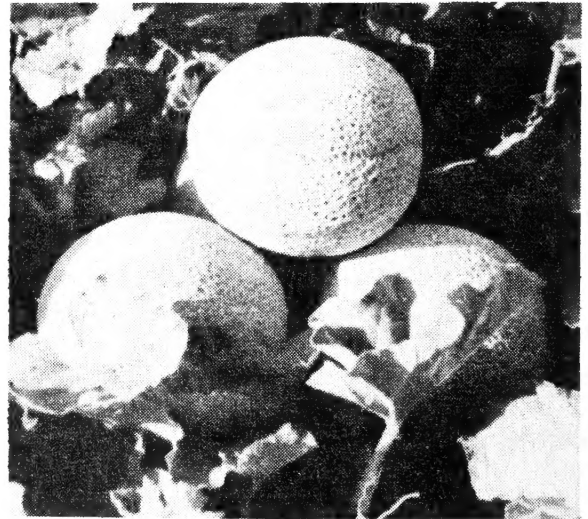
In appearance the Purdue 44 melons resemble the Seed Breeders. The fruit are uniform in size, running to jumbo 36's. There are no pronounced ribs, and the net is heavy and uniform. The flesh is salmon colored, thick, and has a high sugar content. The cavity is small and well filled with seed. The Purdue 44 will mature in about 85 days.

The particular characteristic of the Purdue 44 is its resistance to alternaria leaf spot. This is a disease of cantaloupes that results in the plant "firing at the hill" and losing most of the leaves at the time the fruit is maturing. While the Purdue 44 is resistant to alternaria leaf spot, it is not resistant to bacterial wilt.

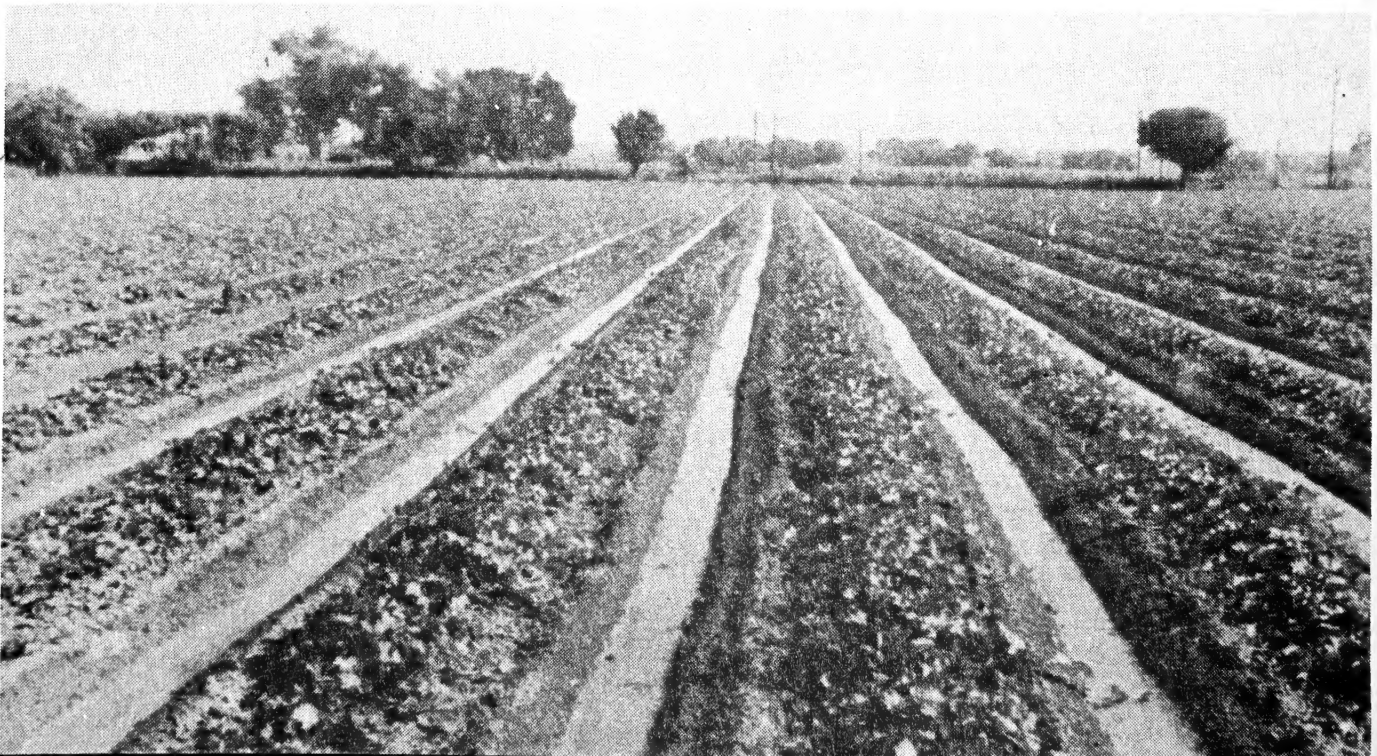
The Purdue 44 has made a good record since its introduction two years ago, and will become increasingly popular as it becomes better known. We can recommend this melon to the grower who wants an early melon of high quality.

**Prices postpaid:** Ounce, 25c; ¼ pound, 80c; ½ pound, \$1.50; 1 pound, \$2.50; 5 pounds, \$11.00.

HERE AT ROCKY FORD (a name famously associated with cantaloupes) we grow our melons under a system of irrigation. The photograph shows one of our fields of cantaloupes being irrigated in the early summer. The Rocky Ford district produces the major portion of the cantaloupe seed grown in the United States. The quality of Rocky Ford grown seed is generally recognized as superior to that grown elsewhere. We are one of the largest producers of cantaloupe seed in the Rocky Ford district.



PURDUE 44





*Grown and Harvested By Ourselves*

# **TEXAS RESISTANT NO. 1**

**A NEW VARIETY**

THIS NEW MELON has been developed by the Texas Agricultural Experiment Station for resistance to downy mildew and aphids.

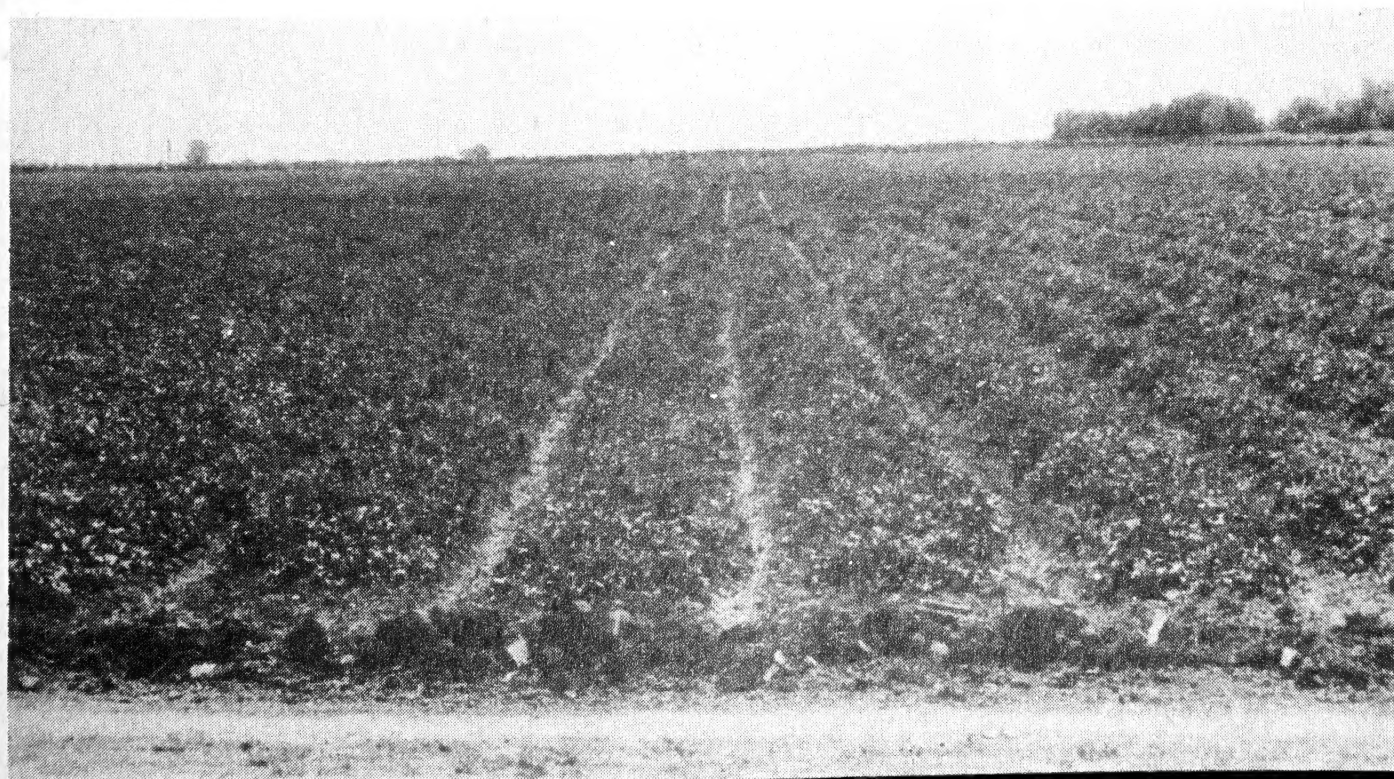
The Texas Resistant Cantaloupe No. 1 was derived from a cross between an inbred strain of the West Indian melon, Rocky Dew Green Flesh, and our Seed Breeders strain of the Hale's Best. The melons of this variety are fairly uniform and of relatively small size, about  $4\frac{1}{2}$  by  $5\frac{1}{2}$  inches, with a moderate netting. The flesh is salmon colored and fine textured, with a sweet spicy flavor. The seed cavity is small and compact. It is a good shipping melon when picked on a full slip. It is as early as the Hale's Best in maturing.

This new Texas Resistant No. 1 has shown marked resistance to downy mildew, but is not immune to the disease. Its resistance to aphids is even more outstanding than its mildew resistance. Thus far, wherever tried, dusting this variety for aphids has been unnecessary. This variety has also shown some resistance to the melon worm.

Our supply of this seed is limited, and we are restricting the quantities of seed that can be ordered.

**Prices postpaid:** Ounce, 30c;  $\frac{1}{4}$  pound, \$1.00;  $\frac{1}{2}$  pound, \$1.80.

CANTALOUPE SEED grown at Rocky Ford goes into every major production section of the United States. The accompanying photograph is of a field of cantaloupes in California. This variety is the No. 5 which was developed especially for use in the Imperial Valley. Other varieties have been developed for use in particular districts, and the seed grown at Rocky Ford. We have been among the leaders in the development of these new varieties, and have always worked closely with Experimental Stations in every section of the country. Our Seed Breeders was used as foundation stock in the development of the new Purdue 44 and the Texas Resistant No. 1 which were introduced by the Purdue Agricultural Experiment Station and the Texas Agricultural Experiment Station respectively.





**All Our Cantaloupe Seed Is Hand-Cut**

## **SEED BREEDERS**

**ONE OF THE LEADING HALE'S BEST STRAINS**

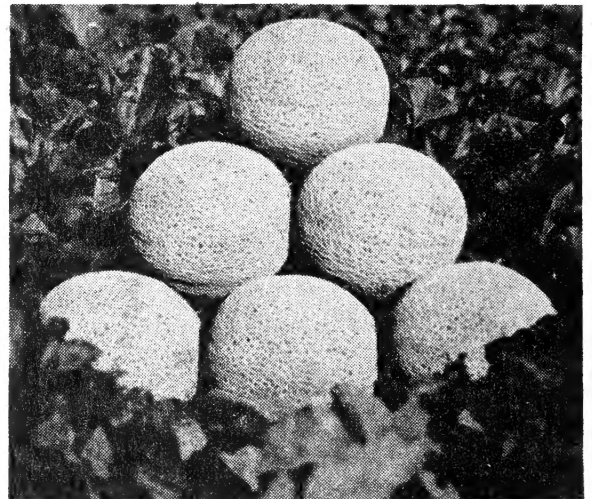
THE SEED BREEDERS is our most popular strain of the Hale's Best variety because of its earliness and uniformity.

The Seed Breeders is a melon with a thick, firm, salmon colored flesh of very fine flavor. The seed cavity is small and compact. The melons are slightly oval, firm and well-netted, making splendid shippers. The new H. B. strain runs to even jumbo sizes. The vigorous vine of the Seed Breeders produces a slightly earlier melon and is more prolific than other Hale's Best strains. Maturing in 80 to 85 days, it is earlier than other strains. Its fruit is more uniform in size and shape.

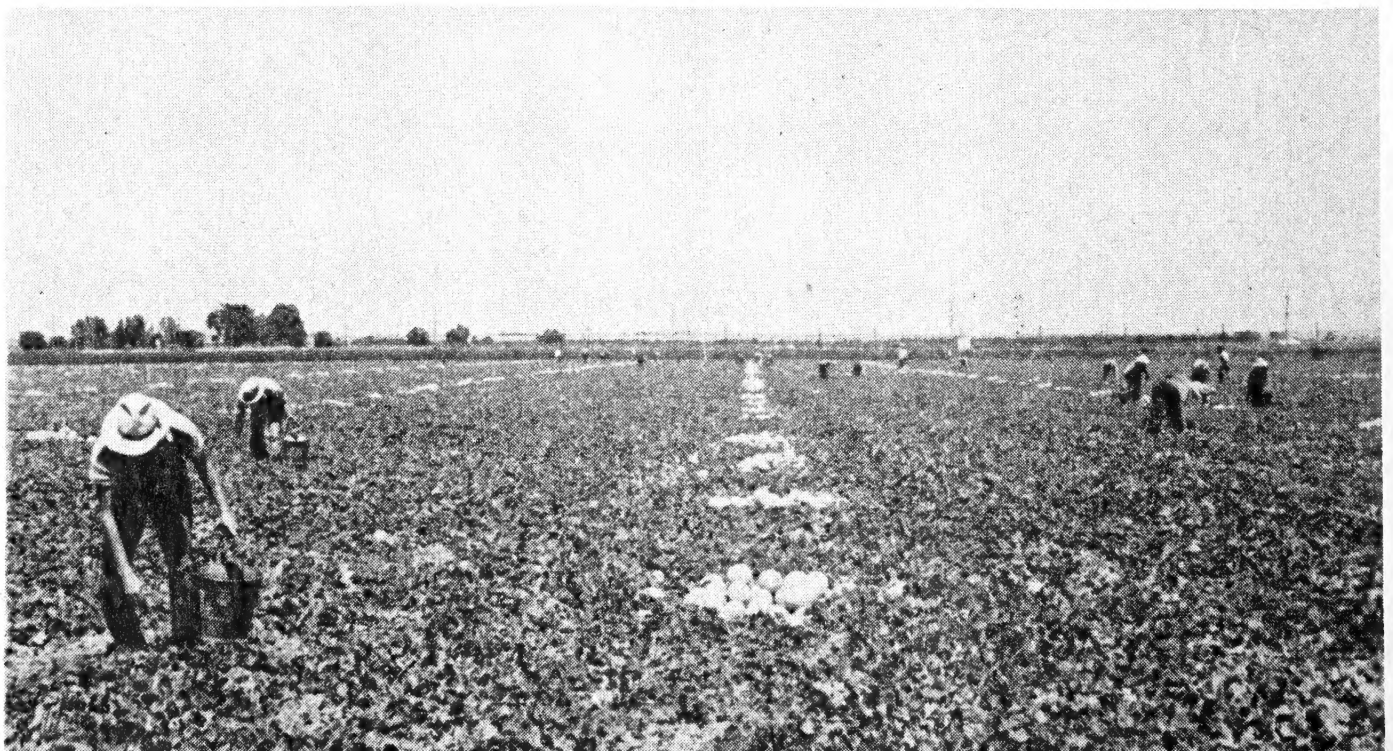
The Hale's Best is the most popular cantaloupe in use in the country today. The Seed Breeders is the newest and best of the improved Hale's Best strains. Wherever early cantaloupes are wanted, the Seed Breeders has proven to be the finest in flavor and quality.

**Prices postpaid:** Ounce, 25c; ¼ pound, 75c; ½ pound, \$1.35; 1 pound, \$2.25; 5 pounds, \$9.90.

WHEN THE cantaloupe seed crop is ready for harvest, we have crews of men who carefully select the best melons for seed. These melons are placed in piles as shown in the photograph, and are again sorted to be certain that no unworthy melon is cut for seed. While this method of hand selection is laborious and relatively slow, it is the only method whereby we can be sure that the seed we sell is the finest that it is possible to grow.



**SEED BREEDERS**



**Grown and Harvested By Ourselves**

## **NINE THIRTY-SIX**

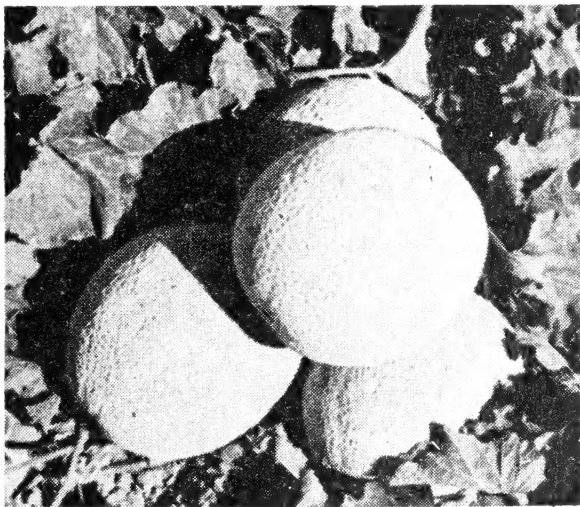
**A POPULAR HALE'S BEST STRAIN**

THE NINE THIRTY-SIX is one of the popular Hale's Best strains of cantaloupes. Like all Hale's Bests, it is an early melon maturing in 85 days. The Nine Thirty-Six has a fine flavor and good shipping qualities. The melons are well netted with no sectors and run to even jumbo sizes, weighing 3 to 4 pounds. The flesh is thick and salmon colored, and the seed cavity is small and tight. The Nine Thirty-Six has an excellent flavor and a high sugar content. The vines are vigorous and set and hold a heavy crop of cantaloupes.

The Nine Thirty-Six is adaptable to every cantaloupe section and, since we introduced the strain in 1934, it has become one of the leading commercial strains. Its high quality and its earliness account for this popularity.

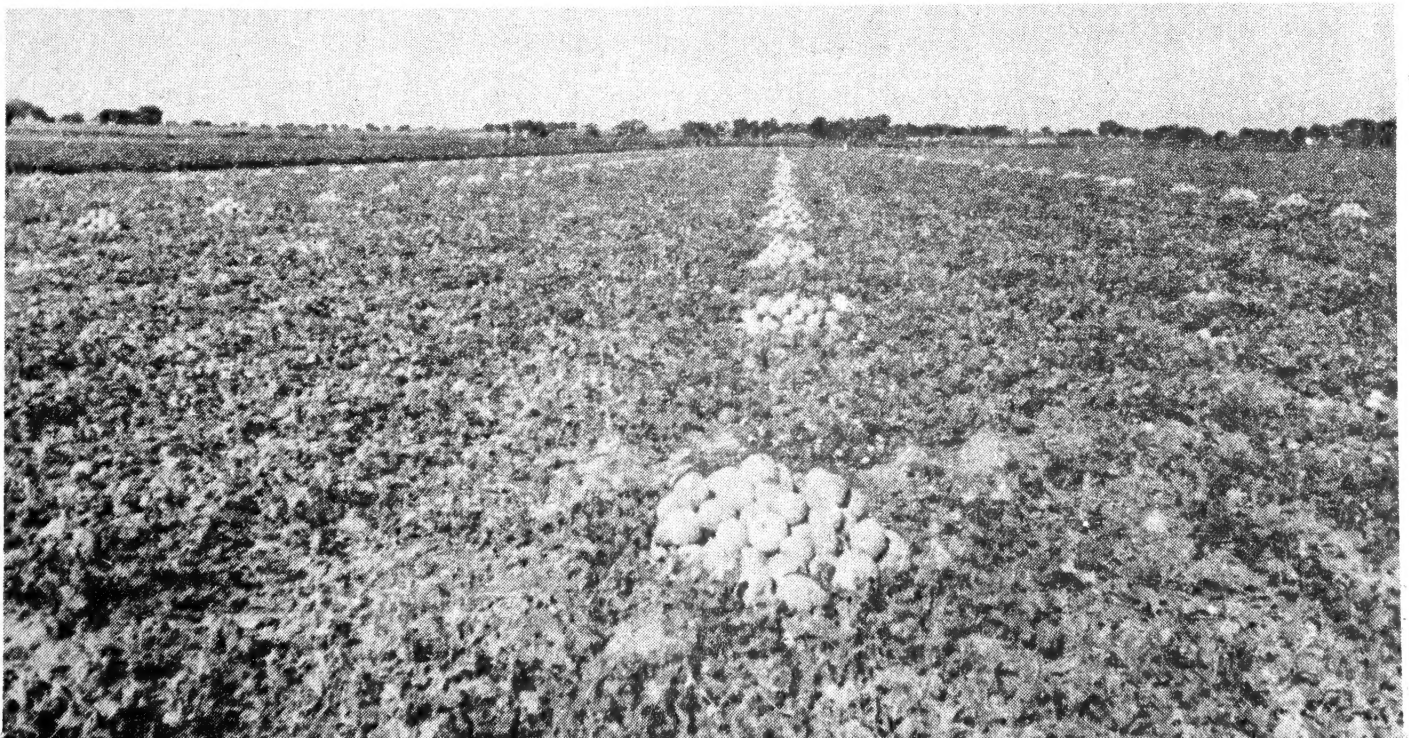
Having developed and introduced the Nine Thirty-Six, we are in a position to offer you an exceptionally fine stock of seed of this strain.

**Prices postpaid:** Ounce, 25c; 1/4 pound, 75c; 1/2 pound, \$1.35; 1 pound, \$2.25; 5 pounds, \$9.90.



NINE THIRTY-SIX

WE ARE AMONG the largest growers specializing in cantaloupe seed. The seed is grown in large quantities, and extreme care is taken to insure that there is no mixture. The seed fields are widely scattered over the Rocky Ford district to prevent cross pollenization. It is necessary for us to consult with our neighbors as to their plans in order to be certain that they are not planting cantaloupes close to our seed fields.





**All Our Cantaloupe Seed Is Hand-Cut**

## **FOUR-FIFTY**

**AN IMPROVED STRAIN OF THE No. 45**

THE NEW "FOUR-FIFTY" is an improved strain of the widely used No. 45, and has been very successful wherever used.

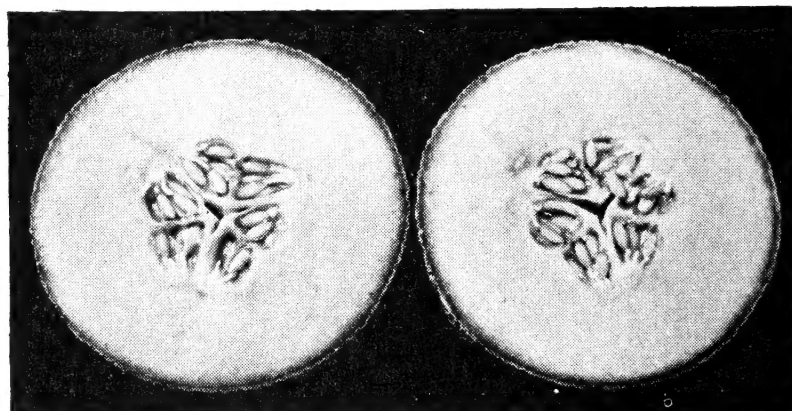
The 4-50 is a melon that will hold up in prime edible condition for several days after being picked on a full slip. This characteristic not only makes a good shipping melon but also prevents loss in the fields. Any ripe melons overlooked in the fields are still in good condition on the following days.

The Four-Fifty is an oval melon covered by a heavy net. The flesh is salmon colored, sweet and smooth. The cavity is small and compact. The vines are vigorous in growth and produce a heavy set of melons. The 4-50 will average jumbo 36's in size, weighing about 4 pounds. This variety matures in about 98 days.

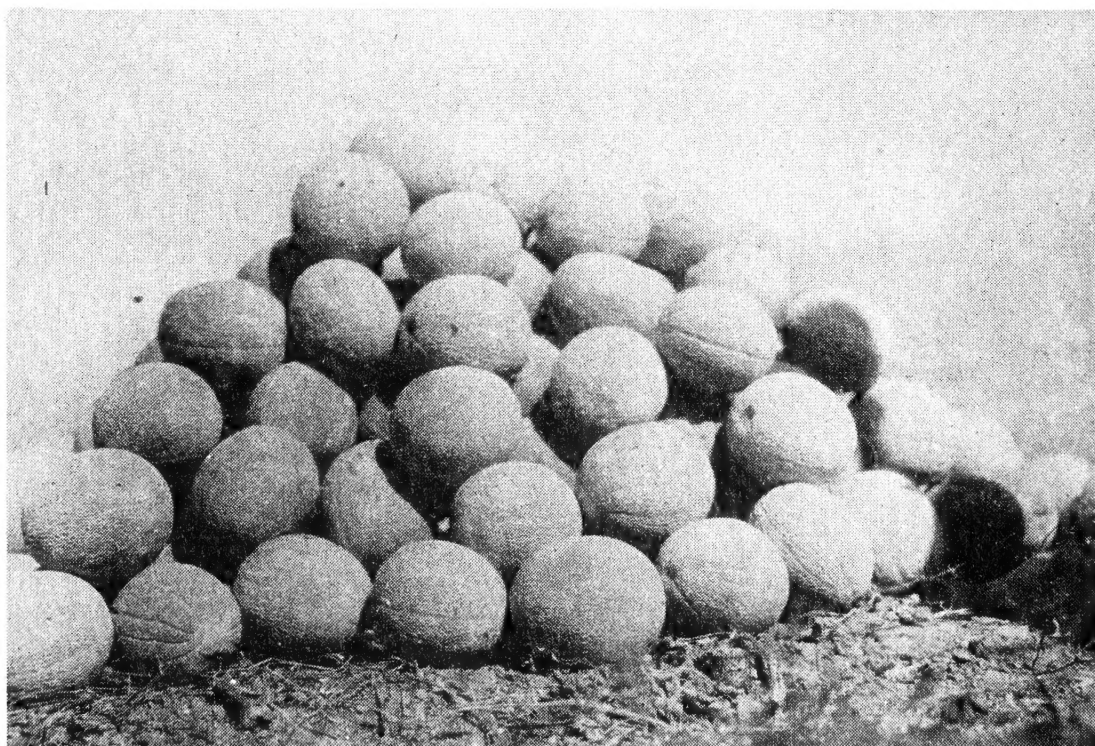
Each year, since its introduction by us in 1943, the demand for the 4-50 has been steadily increasing. Last season the demand was so great from market gardeners and commercial shippers that we sold out of Four-Fifty seed before the end of the season. We have increased our acreage of the variety, but suggest that your order for this seed be sent as soon as possible.

**Prices postpaid:** Ounce, 25c;  $\frac{1}{4}$  pound, 75;  $\frac{1}{2}$  pound, \$1.35; 1 pound, \$2.25; 5 pounds, \$9.90.

THIS CLOSE-UP of one of the piles of seed melons shows the uniformity of the cantaloupes selected. Care is taken to see that all off-types and unsatisfactory melons are discarded before the cutters save the seed. Only by this care can we be sure of maintaining the high standards of our seed stocks.



FOUR-FIFTY





**Grown and Harvested By Ourselves**

## **MILDEW RESISTANT NO. 45**

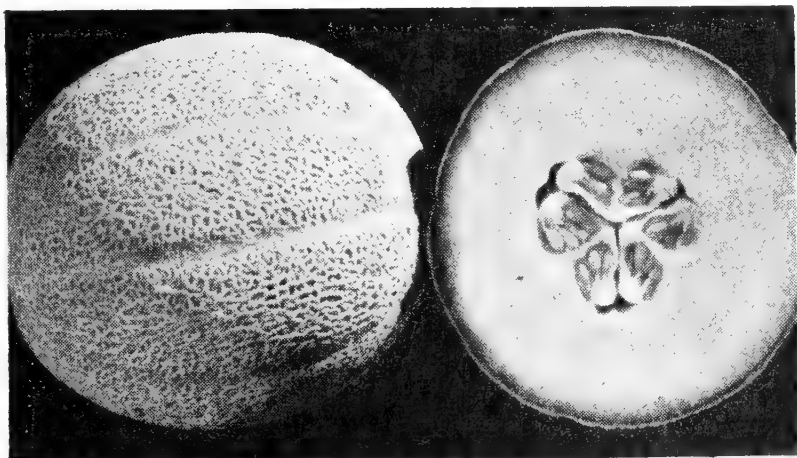
**A LEADING COMMERCIAL CANTALOUPE**

THE MILDEW RESISTANT No. 45 has become one of the most popular varieties of commercial cantaloupes.

The No. 45 is a slightly oblong melon, well-netted and solid. Picked vine-ripened on a full slip, it can be shipped long distances without any breakdown of the solid, firm flesh. The flesh is salmon colored, firm textured and sweet. The cavity is small and compactly filled with seed. The vines are vigorous and prolific, producing jumbo 36 sized melons, maturing in about 95 days.

The vigor and shipping qualities of the No. 45 account for its universal popularity. It is one of the finest commercial melons on the market because it can be picked vine-ripened and stand shipment to distant markets. Its heavy set of melons makes it popular with the grower because of its large yields. Its fine quality and flavor make it popular with the buyers.

**Prices postpaid:** Ounce, 25c;  $\frac{1}{4}$  pound, 75c;  $\frac{1}{2}$  pound, \$1.35; 1 pound, \$2.25; 5 pounds, \$9.90.



MILDEW RESISTANT NO. 45

APPEARANCE is not enough in judging cantaloupes. Cantaloupes are grown to eat, and if the flavor and sugar content are not up to standard, then appearance counts for little. This photograph shows the use of a refractometer for measuring sugar content. The melon is cut open and some of the juice is placed on the optical prism faces and the cover closed. The telescope contains a measuring device for the measurement of sugar percentages.



*All Our Cantaloupe Seed Is Hand-Cut*

# QUEEN OF COLORADO

ONE OF THE BEST MUSKMELONS

THE QUEEN OF COLORADO is a leading new variety that won an "All America" selection award in 1939. It is a development from the Pride of Wisconsin, and is a cross between the Honey Rock and Hearts of Gold. It combines the thick, tough rind of the Honey Rock with the excellent eating qualities of the Hearts of Gold.

The Queen of Colorado is a splendid melon for home and market gardens. The melons usually weigh about 5 pounds. The rind is hard and pearl gray in color, loosely netted, slightly ribbed and ripens to a yellowish shade. The flesh is unusually thick, a solid orange color and is solid without undue premature softening. The Queen of Colorado has become a favorite in the Central and Eastern states for a grower who wants a melon of the muskmelon type. Its superiority in flavor has created a demand for it from the buyers.

We have a high quality strain of this seed that has been hand-selected and hand-cut.

**Prices postpaid:** Ounce, 25c; ¼ pound, 80c; ½ pound, \$1.50; 1 pound, \$2.50; 5 pounds, \$11.00.

WHEN THE CANTALOUPEs are ready to be cut for seed, a crew, part of which is shown in the photograph, enters the field and cuts each melon separately by hand. Each of these workers can harvest about 50 pounds of seed a day. In this process, still another selection of the melons is made and all cantaloupes not up to standard on interior qualifications are discarded. While this hand work is expensive, we have found it the best method of insuring quality seed. The selections made in the hand cutting process are impossible to make when seed is harvested by machine.



QUEEN OF COLORADO



*Grown and Harvested By Ourselves*

## **MILDEW RESISTANT D-2**

**A LARGE EARLY RESISTANT TYPE**

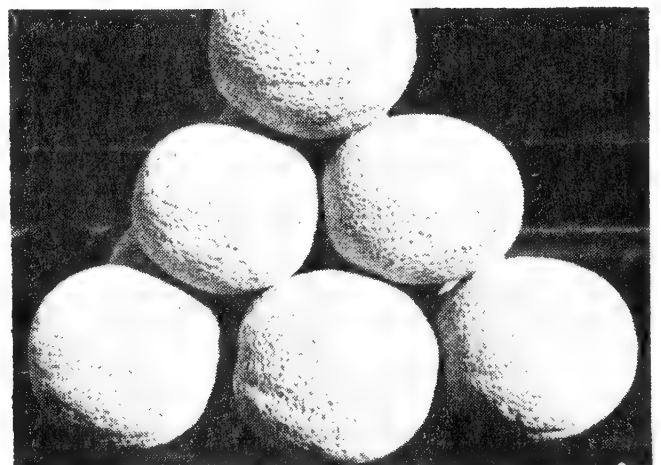
THE D-2 produces a cantaloupe that is earlier and larger than the Mildew Resistant No. 45. Having developed the D-2 ourselves, we can recommend it to the grower who needs a vigorous resistant melon.

The D-2 is one of the earliest of the resistant strains, and will mature in about 90 days. The melons are heavily netted, very solid, and will hold up under shipment for long distances. The D-2 makes a beautiful melon in the crates. The flesh is salmon colored, of fine quality, and the triangular seed cavity is well filled. The vines are very vigorous and produce a heavy crop of melons.

The D-2 will particularly recommend itself to the grower who wants a large, solid, heavily netted melon which will stand abuse in handling. The D-2 is one of the best melons for shipment in bulk.

**Prices postpaid:** Ounce, 25c;  $\frac{1}{4}$  pound, 75c;  $\frac{1}{2}$  pound, \$1.35; 1 pound, \$2.25; 5 pounds, \$9.90.

THIS CLOSE-UP of one of the hand cutters at work will give you an idea of how the work is done. A knife is rigidly attached to the stool upon which the cutter sits. He picks a melon from the pile and cuts it open over the knife. The large round end of the knife is then used to scrape the seed from the half melon. The seed falls into the bucket, and when the bucket is full the seed is poured into barrels for transporting to our washing plant.



MILDEW RESISTANT D-2





*All Our Cantaloupe Seed Is Hand-Cut*

## **JUMBO HALE'S BEST**

**THE LARGE POPULAR STRAIN**

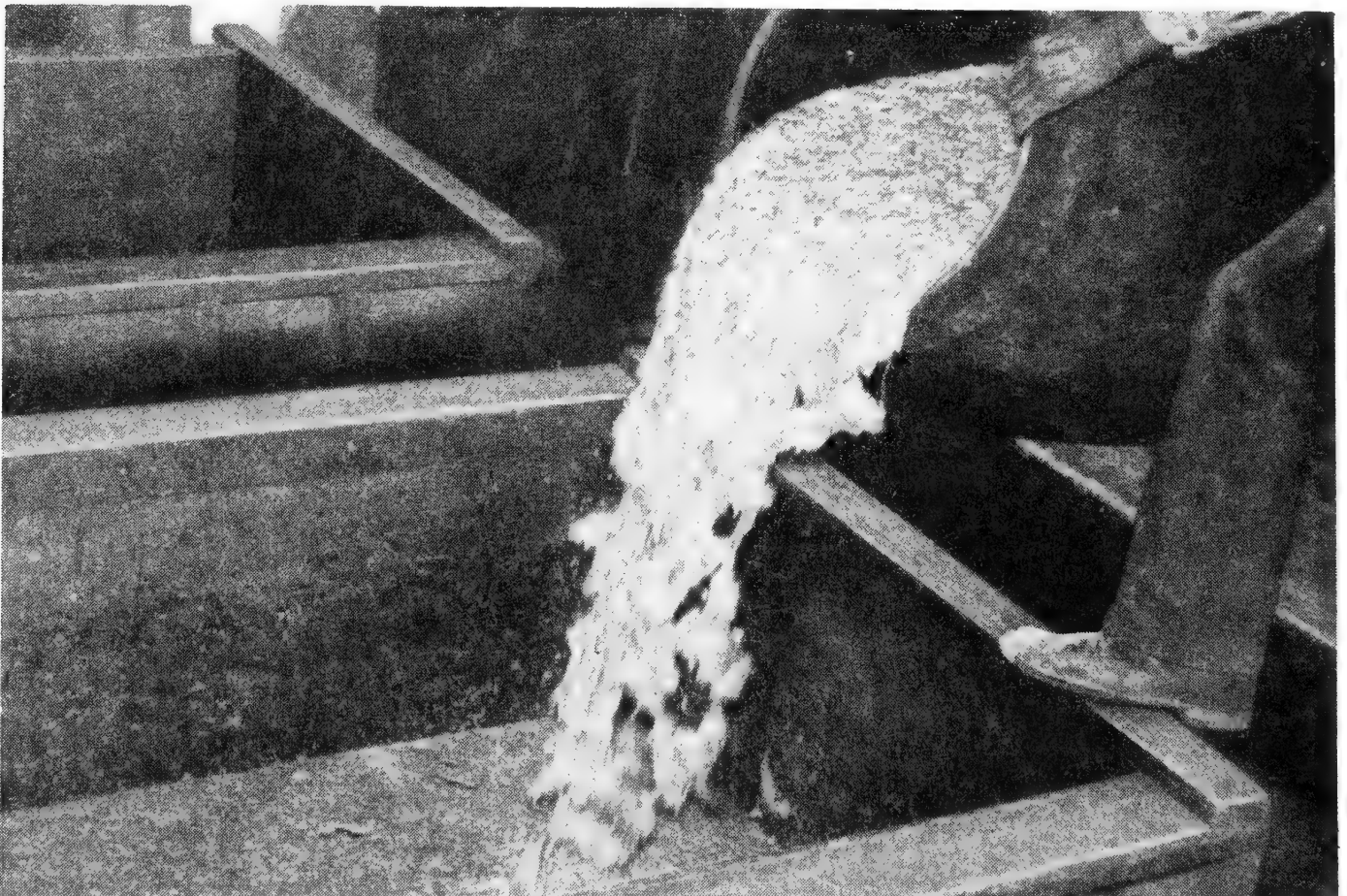
THE JUMBO HALE'S BEST is a large fruited strain of this popular variety that is exceptionally well adapted to local markets. Because of its large sizes it is not a melon for the best commercial purposes.

The Jumbo strain of the Hale's Best has the thick salmon flesh, the sweetness and the excellent quality of the other strains. The fruit will weigh about 5 pounds and is heavily netted with a distinct suture. The cavity is rather large, but the flesh does not break down readily. The vines of the Jumbo Hale's Best are vigorous in growth and well able to mature the large melons they produce. The Jumbo will mature in about 85 to 90 days.

Because of its large sizes and its fine quality, the Jumbo Hale's Best is increasingly in demand from the market gardeners. The home gardener, too, will be well pleased with this cantaloupe. We can recommend it to you.

**Prices postpaid:** Ounce, 25c; ¼ pound, 75c; ½ pound, \$1.35; 1 pound, \$2.25; 5 pounds, \$9.90.

THIS PHOTOGRAPH was taken inside our washing plant. The seed is being poured from the field barrel into a large wooden vat. The seed is left in this vat about 24 hours before being taken to the wash tanks. During this 24 hours a slight fermentation takes place which makes it easier to separate the seed from the pulp when placed in the washers.



*Grown and Harvested By Ourselves*

## **NO. 36 HALE'S BEST**

**THE STANDARD H.B. STRAIN**

SINCE WE INTRODUCED the No. 36 in 1931, it has become a firmly established variety and is generally used as a standard of comparison.

The No. 36 is an improved strain of the old original Hale's Best. It is an even jumbo 36 in size, solidly netted with no ribs. The melons are heavy and solid, with a small seed cavity. The spicy salmon-colored flesh is smooth and firm. The vines are strong and hardy. The No. 36 is an early melon, maturing in about 85 days. Its earliness, heavy yields, fine flavor, and splendid shipping qualities all combine to make the No. 36 one of the best varieties for the home and market gardener and the commercial shipper.

The long period of success of the No. 36 is proof of its superiority. Our stock of this strain is of high standard and has all been hand-selected and hand-cut.

**Prices postpaid:** Ounce, 25c; ¼ pound, 75c; ½ pound, \$1.35; 1 pound, \$2.25; 5 pounds, \$9.90.

OUR CANTALOUPE SEED is washed in tanks through which runs a stream of clear water. When the seed is stirred, as shown in the tank on the right, the pulp and light immature seed is floated off. The plump mature seed sinks to the bottom, as shown in the tank on the left. About 500 pounds of cantaloupe seed can be washed in an hour in this manner.



*All Our Cantaloupe Seed Is Hand-Cut*

## HEARTS OF GOLD

A POPULAR MARKET GARDEN MELON

THE HEARTS OF GOLD is a standard variety for the home and market gardener.

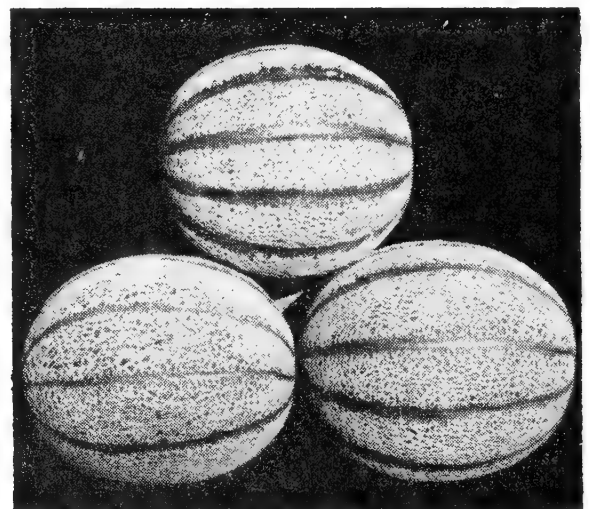
It is a moderately small melon, running from standard 45's to 36's. It is nearly round, with a heavy close netting over the ribs but no netting over the furrows between the ribs. The flesh is pink in color, thick and sweet. The cavity is medium to small in size. The vines are coarse, medium in size and dark green in color, producing a prolific crop of melons in about 90 days.

The Hearts of Gold is one of the best cantaloupes for the roadside stand and for nearby markets. Its excellent eating qualities and its striking appearance have made it a popular melon.

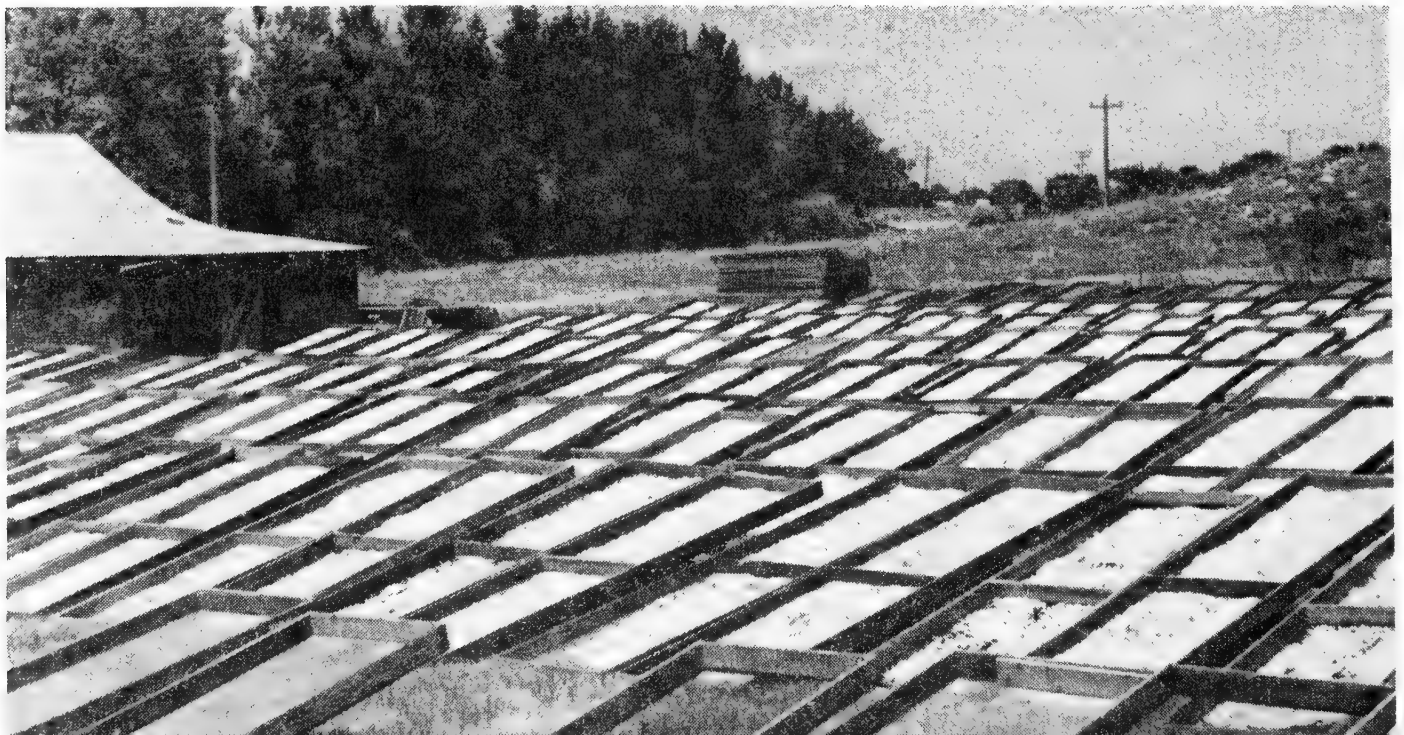
We can offer a fine strain of Hearts of Gold seed.

**Prices postpaid:** Ounce, 25c; ¼ pound, 75c; ½ pound, \$1.35; 1 pound, \$2.25; 5 pounds, \$9.90.

AFTER our cantaloupe seed has been washed, it is placed on screen trays in the sun and allowed to dry. About 15 pounds of seed is placed on each tray and is stirred several times during the day to insure its drying thoroughly and evenly. In the dry, clear days that prevail during our harvest time, one day in the sun will dry the seed. The seed is left in the trays and placed in the warehouse, part of which is shown on the left of the photograph. The seed is cured out in the warehouse for about 10 days before being sacked and taken to another warehouse for milling.



HEARTS OF GOLD





*Grown and Harvested By Ourselves*

## **WHITE-SEEDED PINK PEARL**

**A DISTINCTIVE CANTALOUPE OF QUALITY**

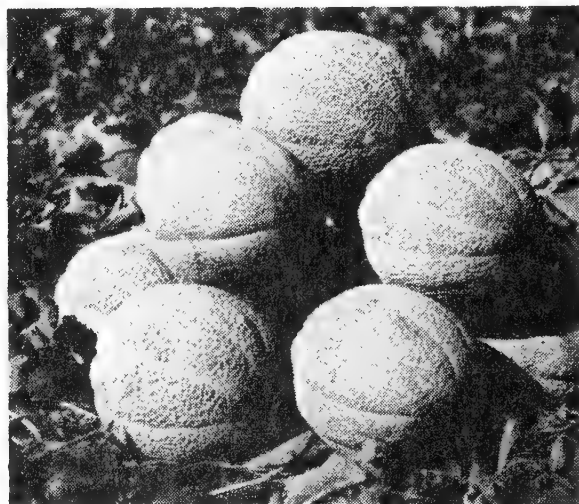
THE WHITE-SEEDED PINK PEARL is a very distinctive melon, with a heavy pearl gray netting and pure white seed. Its unusual appearance will attract the attention of the consumer.

It is a moderately large melon, averaging about 4 to 5 pounds. The fruit is oval in shape, very heavily netted, pearl gray in color, with distinct ribbing. The flesh is thick, firm and moderately juicy. The deep pink color of the flesh is attractively contrasted by the pure white seed that fills the small cavity. The fruit matures in about 90 to 95 days. The vines are heavy, giving good coverage for the melons.

The Pink Pearl is an excellent melon for the grower who wants a distinctive melon of good quality. It is a fine shipper.

**Prices postpaid:** Ounce, 25c;  $\frac{1}{4}$  pound, 75c;  $\frac{1}{2}$  pound, \$1.35; 1 pound, \$2.25; 5 pounds, \$9.90.

THIS PHOTOGRAPH of the sacked seed was taken in one of our warehouses and shows a part of our 1946 crop of cantaloupe seed. From the seed shown in the picture will be grown a large portion of the cantaloupe crop of the United States in 1947. These sacks of seed represent all the care and attention shown in all the preceding photographs of our methods of harvesting.



WHITE-SEEDED PINK PEARL



*All Our Cantaloupe Seed Is Hand-Cut*

## MILDEW RESISTANT NO. 5

A NEW RESISTANT STRAIN



MILDEW RESISTANT NO. 5

THE No. 5 is a powdery mildew-resistant cantaloupe developed by Dr. Thomas W. Whitaker of the U. S. Department of Agriculture. Bred for use in districts where powdery mildew is a problem, this variety has proved to be 100% resistant to the disease.

The No. 5 is characterized by a strong, vigorous vine with abundant foliage, producing a heavy set of melons. The cantaloupe has a relatively low net and is slightly ribbed. The flesh is salmon-colored, smooth, and has a good flavor with

an exceptionally high sugar content. The fruit runs to jumbo 36's in size, maturing in about 100 days. The No. 5 must be picked on the first sign of a slip in order to stand under shipment.

The No. 5 is the most popular and most successful melon in mildew-infested districts.

**Prices postpaid:** Ounce, 25c; ¼ pound, 80c; ½ pound, \$1.50; 1 pound, \$2.50; 5 pounds, \$11.00.

OUR CANTALOUPE SEED goes into every cantaloupe-producing section of the country and into many foreign countries. The larger shipments of seed are sent by express, and the above photograph shows part of one day's shipments being loaded onto the express cars.



*Grown and Harvested By Ourselves*

## **MILDEW RESISTANT NO. 6**

**100% RESISTANT TO MILDEW**

THE No. 6 is another new strain of the powdery mildew-resistant cantaloupes developed by Dr. Whitaker.

The No. 6 is 100% resistant to the mildew. It can be picked on a full slip and stand shipment to distant markets. The fruit runs to jumbo 36's in size and are well netted. The flesh is firm, salmon-colored and of good flavor, although not averaging as high in sugar content as does the No. 5. The No. 6 is a few days earlier in maturing than the No. 5.

Both the No. 5 and No. 6 will be used this season in those districts where a mildew-resistant melon is needed.

**Prices postpaid:** Ounce, 25c; ¼ pound, 80c; ½ pound, \$1.50; 1 pound, \$2.50; 5 pounds, \$11.00.

## **MILDEW RESISTANT NO. 8**

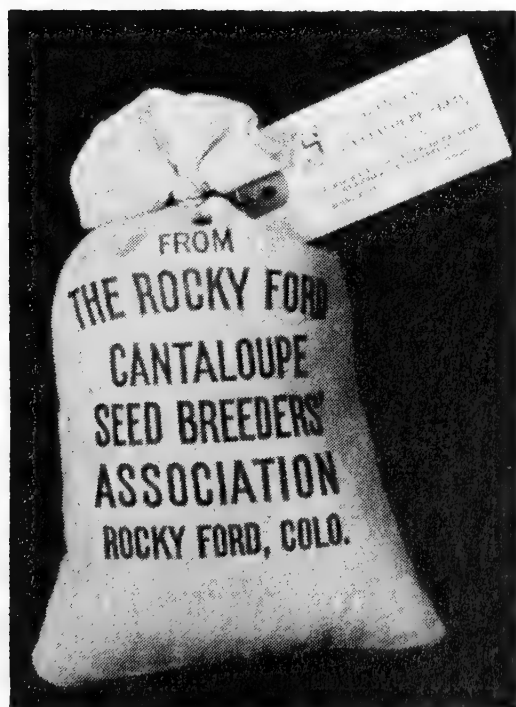
**A LARGE, HARDY CANTALOUPE**

THE MILDEW-RESISTANT No. 8 is a large melon that is particularly hardy and prolific. It is a salmon-fleshed melon, well netted, thick-fleshed, with a small seed cavity. It has a fine external appearance, and will average larger than the Hale's Best in size, but will not run to a single uniform type. The No. 8 matures in about 95 days. The quality of this melon is very

good and it will stand considerable handling without breaking down.

The No. 8 is not 100% resistant to mildew, but this will not affect its popularity in districts where mildew is not a factor. For a hardy melon, producing a heavy crop of large melons, we recommend the No. 8.

**Prices postpaid:** Ounce, 20c; ¼ pound, 65c; ½ pound, \$1.20; 1 pound, \$2.00; 5 pounds, \$8.80.



NOT ALL our seed is sent in bulk, but a large portion is packed in one-pound sealed cloth bags. This method of packaging insures the grower that when the seed reaches him, there has been no danger of mixture since it left our warehouse. The one-pound bag makes an ideal package for distribution and for checking the amount of seed planted per acre. For the smaller grower the seed is also packaged in any desired quantity beginning with one ounce.



**All Our Cantaloupe Seed Is Hand-Cut**



## **MELOGOLD**

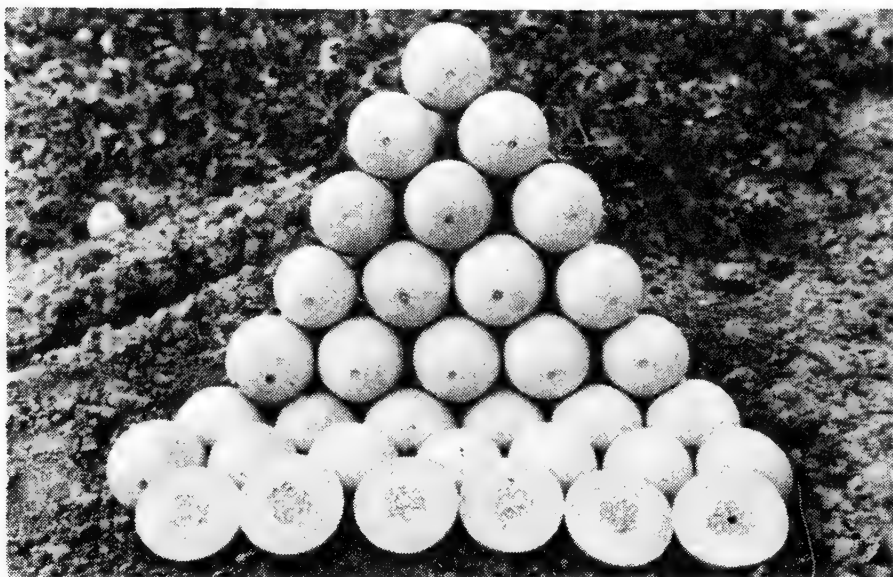
**THE MOST POPULAR WHITE-SKINNED CANTALOUPE**

THE NAME "MELOGOLD," derived by contracting the words of "melon of gold," aptly describes this cantaloupe.

The Melogold is a white-skinned, pink-fleshed variety that has fine flavor and excellent shipping qualities. Picked vine-ripened, these melons will reach markets in good condition. In sizes it will run to even jumbo 36's. The fruit is slightly and evenly netted and takes on a golden tint after ripening. The flesh is thick and unusually smooth in texture. The seed cavity is small and compact. About 95 days are required for maturing the Melogold.

The Melogold is especially attractive in appearance, which, coupled with fine quality, has enabled it to bring premium prices on the market.

**Prices postpaid:** Ounce, 25c; ¼ pound, 75c; ½ pound, \$1.35; 1 pound, \$2.25; 5 pounds, \$9.90.



MELOGOLD

## **MILDEW RESISTANT NO. 1**

**AN OLD ESTABLISHED STRAIN**

THIS MILDEW-RESISTANT No. 1 is an old established variety and is not to be confused with the new Texas Resistant No. 1. This No. 1 is a salmon-fleshed, well-netted, oblong cantaloupe. The flesh is thick and sweet, and the cavity small and compact. The vines are vigorous and produce a large crop.

The Mildew-Resistant No. 1 is distinguished from the No. 45 by two principal characteristics: it is slightly earlier and it produces larger melons. The No. 1 is a large cantaloupe, running in sizes from jumbo 36's to 27's. It is about a week later than the Hale's Best in maturing.

We have a small but consistent demand for the No. 1 seed from growers who want a large, hardy, commercial cantaloupe.

**Prices postpaid:** Ounce, 20c; ¼ pound, 65c; ½ pound, \$1.20; 1 pound, \$2.00; 5 pounds, \$8.80.

*Grown and Harvested By Ourselves*

## **NO. 112 HALE'S BEST**



THE NO. 112 was one of our first improved strains of the Hale's Best, and is still preferred over some of the newer strains in certain cantaloupe sections. Larger sizes is the most distinctive characteristic of the No. 112 that sets it apart from other Hale's Best strains. Otherwise it retains the H.B. traits of earliness, prolificness and fine flavor. The melons run to the 12 flat pack size and are heavy and well netted. The salmon flesh is thick and well flavored. The vine is strong and hardy, producing a heavy crop.

For typical Hale's Best quality and for medium large sizes, we can recommend the No. 112.

**Prices postpaid:** Ounce, 20c; ¼ pound, 65c; ½ pound, \$1.20; 1 pound, \$2.00; 5 pounds, \$8.80.

## **EARLY MAY**

THE EARLY MAY is a Hale's Best type, with particular emphasis placed upon the qualities demanded by market gardeners. The Early May is an early melon, maturing in about 80 days. It has a deep golden fleshed meat that is sweet, smooth and solid. It is evenly netted, round and runs to even standard and jumbo 36 sizes. The vines are vigorous and produce a heavy crop.

The Early May is recommended for use on local markets and in roadside stands, where quality is a prime requisite.

**Prices postpaid:** Ounce, 20c; ¼ pound, 65c; ½ pound, \$1.20; 1 pound, \$2.00; 5 pounds, \$8.80.

## **SUPERFECTO**

THE SUPERFECTO is a late crop melon, maturing in about 90 to 95 days. It is a round, well-netted cantaloupe with no ridges, giving it an attractive market appearance. Its orange flesh is deep and fine grained, with a good flavor. The seed cavity is smaller than in most cantaloupes and is compactly filled. The Superfecto runs to the 12 jumbo flat pack in size and the melons are very uniform.

The Superfecto is one of the best melons for late markets and is valuable in districts where rust affects the crop.

**Prices postpaid:** Ounce, 25c; ¼ pound, 75c; ½ pound, \$1.35; 1 pound, \$2.25; 5 pounds, \$9.90.

## **EARLY WATERS**

THE EARLY WATERS is one of the original green-fleshed melons that became world famous as "Rocky Fords." Its green flesh is sweet and pleasant to the taste, with a tendency to become soft when fully mature. The fruits are small with rather large seed cavities, heavily netted with faint ribs. The vines are vigorous and mature the melons in a very short time.

Our supply of this seed is limited, and we cannot fill orders for large quantities, but we feel that you will want to plant a few hills of the old regular Rocky Ford cantaloupes.

**Prices postpaid:** Ounce, 25c; ¼ pound, 75c; ½ pound, \$1.35; 1 pound, \$2.25; 5 pounds, \$9.90.

**All Our Cantaloupe Seed Is Hand-Cut**

## **CRENSHAW**

**A FINE MELON FOR LOCAL MARKETS**

THE CRENSHAW is a local market melon of the Casaba type. The plants are vigorous and very productive. The fruit is large with a rough, dark green skin, which turns to yellow when ripe. The flesh is thick, a light salmon in color, of distinctive flavor and fine quality. It requires about 110 days to mature. It is not suited for shipping, but is very successful as a local market melon. We have a limited supply of seed of this variety, and are forced to limit the size of orders to a maximum of two pounds.

**Prices postpaid:** Ounce, 30c; ¼ pound, \$1.00; ½ pound, \$1.80; 1 pound, \$3.00; 2 pounds, \$5.70.

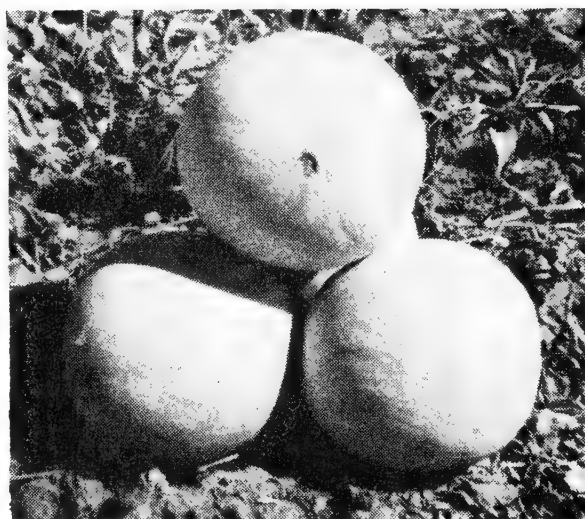
## **HONEY DEW**

**A LONG-KEEPING WINTER MELON**

THE REGULAR HONEY DEW is one of the old established winter melons. It requires a long growing period of about 112 days.

The Honey Dew plant is vigorous, with coarse, heavy vines. The melons are large, weighing from 5 to 7 pounds, and are nearly round. The rind is thin but hard, and is smooth, with no netting. The skin color is ivory white, changing to a light cream color as it ripens. The flesh is a light emerald green, and has an exceptional distinctive sweetness.

The Honey Dew makes a valuable addition to your garden because of its long-keeping qualities and its distinctive flavor.



HONEY DEW

**Prices postpaid:** Ounce, 25c; ¼ pound, 75c; ½ pound, \$1.35; 1 pound, \$2.25; 5 pounds, \$9.90.

## **HONEY BALL**

**A PROLIFIC LITTLE GREEN-FLESHED MELON**

THE HONEY BALL is very similar in most respects to the Honey Dew with the exception of size. It is a small melon, measuring about five inches in diameter. It has a white, hard rind and a green flesh. The flesh is firm and very sweet. Being a winter melon, it has excellent keeping qualities and is a splendid shipper.

Because the Honey Ball is very prolific, care should be taken in planting to see that the plants are not too closely grouped. Close planting and the natural prolificness of the Honey Ball might result in too small a melon.

We suggest that you try this long-keeping, sweet, little winter melon.

**Prices postpaid:** Ounce, 20c; ¼ pound, 65c; ½ pound, \$1.20; 1 pound, \$2.00; 5 pounds, \$8.80.



# GARDEN SEED

WHILE WE SPECIALIZE in cantaloupe seed, we have also found it to be a distinct service to our customers to offer a selected group of high quality garden seeds. When you have completed your choice of cantaloupe seeds from the preceding pages, you may now continue and select the other vegetable seeds you need for your garden.

In maintaining our reputation for high quality seed we have been extremely careful to secure only the very finest stocks of seed of the vegetables offered on the following pages. Together with the descriptions of the different vegetables, we have added brief notes on growing them, and hope that this will be of help to you.

Being farmers ourselves, we know the importance of good seed and of the care in its production, handling and shipment. Realizing this importance you may be sure that we will be certain that you receive the very finest seed that it is possible to produce. All your orders will have our careful attention whether that order is for an ounce or a hundred pounds, for good seed is just as important to those of you who have a small home garden as it is to those who have large commercial fields of vegetables.

You can select seed from the following lists with confidence in getting good stock and careful service.

## *Table Beets*

TABLE BEETS may be planted as early in the spring as the ground can be worked, since they can stand light frosts. A moist soil that is well drained suits beets to perfection. One ounce of beet seed will plant about 100 feet of row, and should be planted about one inch deep. The rows should be 16 to 20 inches apart, and the plants should be thinned out to stand 3 inches apart in the row. Beets may be stored for winter use with very little trouble by packing them in sand or loose soil in a cool cellar where they will not be touched by frost.

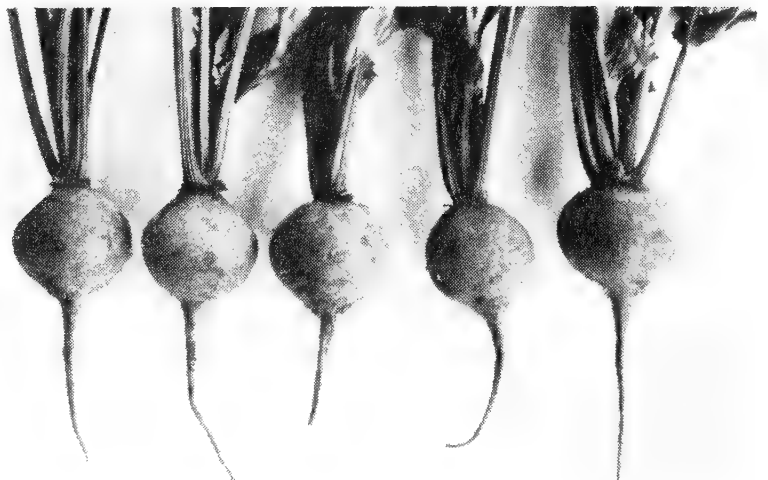
### **Crosby's Egyptian**

A WIDELY GROWN variety of table beets for home and market gardeners that matures in about 55 days. The roots are semi-globe shaped, about three inches in diameter and have a small tap root. The skin is dark purplish red and the flesh a deep red with lighter zones. Tops are medium in size.

**Prices postpaid:** Ounce, 15c;  $\frac{1}{4}$  pound, 55c;  $\frac{1}{2}$  pound, \$1.00; 1 pound, \$1.65.

### **Perfected Detroit**

THIS is an improved Detroit Dark Red beet, maturing in about 55 days, and is one of the finest beets for canning and shipping. The tops are small, slender and erect. The roots are globe shaped, symmetrical, with a small collar and small tap root, and are very uniform. The flesh is a very dark red, showing hardly any zones. It is tender, fine grained and exceptionally sweet.



PERFECTED DETROIT

**Prices postpaid:** Ounce, 15c;  $\frac{1}{4}$  pound, 55c;  $\frac{1}{2}$  pound, \$1.05; 1 pound, \$1.75.

## Beans

BEANS WILL PRODUCE well on most soils if planted after the soil is reasonably warm and dry. The bean rows should be spaced 18 inches apart and the seed about 3 inches apart in the row and about 2 inches deep. A pound of seed will plant about 100 feet of row. Plants should not be thinned but should have frequent shallow cultivations. For a continuous supply of beans, seed may be planted every two weeks until mid-summer.

### Burpee's Stringless Green Pod

THIS IS ONE of the finest round pod varieties, both for table use and for shipping. Maturing in about 50 days, the pods are six inches long, slightly curved and very thick, even when young. The pods are meaty and juicy, with no sign of strings; they are brittle and of fine flavor. The plants are medium large and retain the bush form. The seeds are medium in size and dark brown in color.

**Prices postpaid:** ½ pound, 25c; 1 pound, 40c; 5 pounds, \$1.75.

### Kentucky Wonder

THIS VARIETY is one of the earliest and most popular of all the pole beans. It is a highly productive bean, producing pods of delicious flavor. They cook tender at all times. The pods are round, 7½ to 8½ inches long, curved, slightly stringy and brittle. Matures in about 65 days.

**Prices postpaid:** ½ pound, 25c; 1 pound, 40c; 5 pounds, \$1.75.

### Full Measure

THIS COMPARATIVELY new variety is rapidly being recognized as one of the very best stringless green pod beans of the main crop sort. As indicated by its name, it is very productive, yielding fine stringless green pod beans about six inches long, straight, very fleshy, pencil podded and creased backed. The plant is well branched and very productive, yielding the heavy pods throughout a long season. Matures in about 54 days.

**Prices postpaid:** ½ pound, 25c; 1 pound, 45c; 5 pounds, \$2.00.

### Hopi Indian

THIS IS a comparatively new bean that has proven valuable in the Great Plains area because of its vigor and hardiness. The Hopi bean is medium early, maturing in 75 days, producing a bean that is midway in size between the bush lima and the older pole beans. For those who like beans in the green stage for cooking, there is none better than the Hopi. This bean should be planted about one-third as thickly as the regular lima beans, yet it will produce as heavy a crop of beans.



FULL MEASURE BEANS

**Prices postpaid:** ½ pound, 20c; 1 pound, 35c; 5 pounds, \$1.55.

## Beans

### Henderson Bush Lima

THIS VARIETY is one of the earliest of the Lima beans in maturing, taking about 65 days. The plants grow 18 to 24 inches tall, are of sturdy, erect growth and heavily loaded with pods. The beans, when ripe, are a beautiful ivory color, and when picked as green-shelled beans are of delicious flavor. The Henderson Bush Lima is a reliable crop that is very productive and free from mildew. It thrives in ordinary soil and has proven to be an excellent variety for home gardeners.

**Prices postpaid:** ½ pound, 20c; 1 pound, 35c; 5 pounds, \$1.55.

### Michelite Navy

THIS SHELL BEAN is similar to the Improved White Navy bean, but is of better quality and more uniform. It is a very productive strain, maturing in about 90 days. This is a bush type, producing a small white soup bean for use in the dried condition. We grew a fine crop of seed of this variety, and can recommend it to you.

**Prices postpaid:** ½ pound, 25c; 1 pound, 40c; 5 pounds, \$1.75.

## Carrot

### Imperator

THIS IS an outstanding type of carrot that is ideal for home and garden use. The roots are seven to eight and a half inches in length, and one and three-fourths to two inches in diameter. They are smooth and uniformly tapered to a semi-blunt end. The flesh is a rich orange color with an indistinct core, fine grained and of the best quality. The tops are medium, and well suited for bunching. As soon as the soil can be worked, carrots should be planted in rows not less than 12 inches apart. A quarter ounce of seed will sow 100 feet of row, and three pounds will sow an acre. The seed should be covered about one-half inch deep, and the plants thinned to stand two to three inches apart. Successive plantings can be made every two weeks until mid-summer. Carrots may be easily stored for winter use in the same manner as beets.



#### Prices postpaid:

Packet, 10c; ounce, 20c; ¼ pound, 55c;  
½ pound, \$1.05; 1 pound, \$1.75.

THE IMPERATOR IS ONE OF THE FINEST  
CARROT VARIETIES



## Cucumbers

CUCUMBERS planted in rich loamy soil after danger of frost is past will give you best results. Fertilization with well-rotted manure will be beneficial. The seed may be planted in hills or drill rows about four feet apart, and covered with one inch of soil. Three pounds will plant a drilled acre. If planted in hills, use eight to ten seed to the hill, and when the plants have four or five leaves, thin out, leaving the three or four strongest plants to the hill. Frequent cultivations are desirable. Keep the cucumbers picked off as they reach the desired size in order that more fruit will set on, increasing your yield. Bordeaux mixture is used as a spray for many foliage diseases. Several different dusts are on the market for controlling the striped cucumber beetle.

### Straight-8

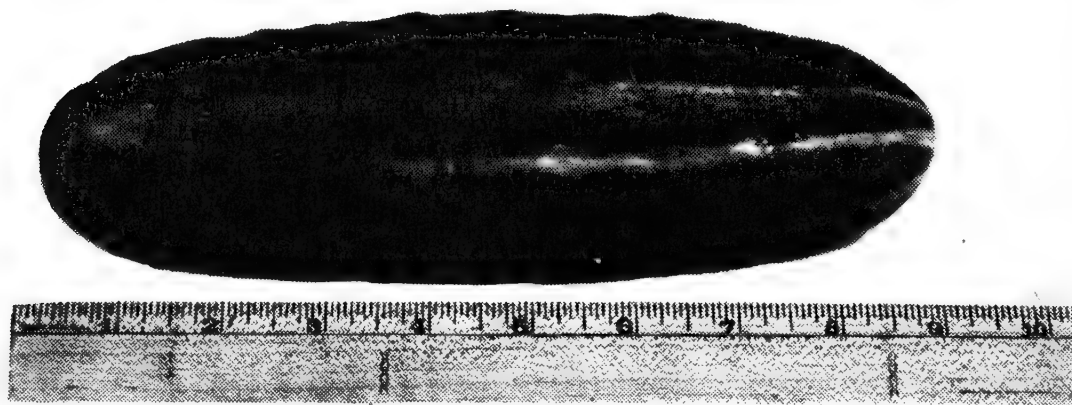
THE STRAIGHT-8 CUCUMBER, an "All America" winner in 1935, is an outstanding variety. This white spine is one of the finest slicing cucumbers on the market. It is deep green in color, free from striping, symmetrical in shape, with well rounded ends. The Straight-8 is about two inches in diameter and eight inches in length. The vines are vigorous and very productive. We believe this variety to be one of the best that we offer.

**Prices postpaid:** Ounce, 30c; ¼ pound, 90c; ½ pound, \$1.65; 1 pound, \$2.75; 2 pounds, \$5.25; 5 pounds, \$12.10; 10 pounds, \$22.00.

### A & C

THIS is a dark green slicing cucumber that has become popular with shippers. The A. & C. is a splendid cucumber in all particulars and can be especially recommended because of its very dark green color which makes an attractive appearance on the market. Its eating qualities are excellent, being free from any bitterness, and the flesh is crisp and white. The fruit is straight and averages from 10 to 12 inches in length. We can recommend the A. & C.

**Prices postpaid:** Ounce, 30c; ¼ pound, 90c; ½ pound, \$1.65; 1 pound, \$2.75; 2 pounds, \$5.25; 5 pounds, \$12.10; 10 pounds, \$22.00.



THE TAXPAYER CUCUMBER

### Taxpayer

THE TAXPAYER can be described as an improved Early Fortune, since it has many of the characteristics that made the Early Fortune one of the leading cucumbers for many years. It is early in maturing, is an excellent shipper, and is mild in flavor. The Taxpayer is an improvement over the Early Fortune in its coloring, which is an attractive dark green, carried around the tip of the fruit. It does not have the light striping that characterized the Early Fortune. The fruit is uniformly eight to nine inches in length. We suggest that you try the Taxpayer.

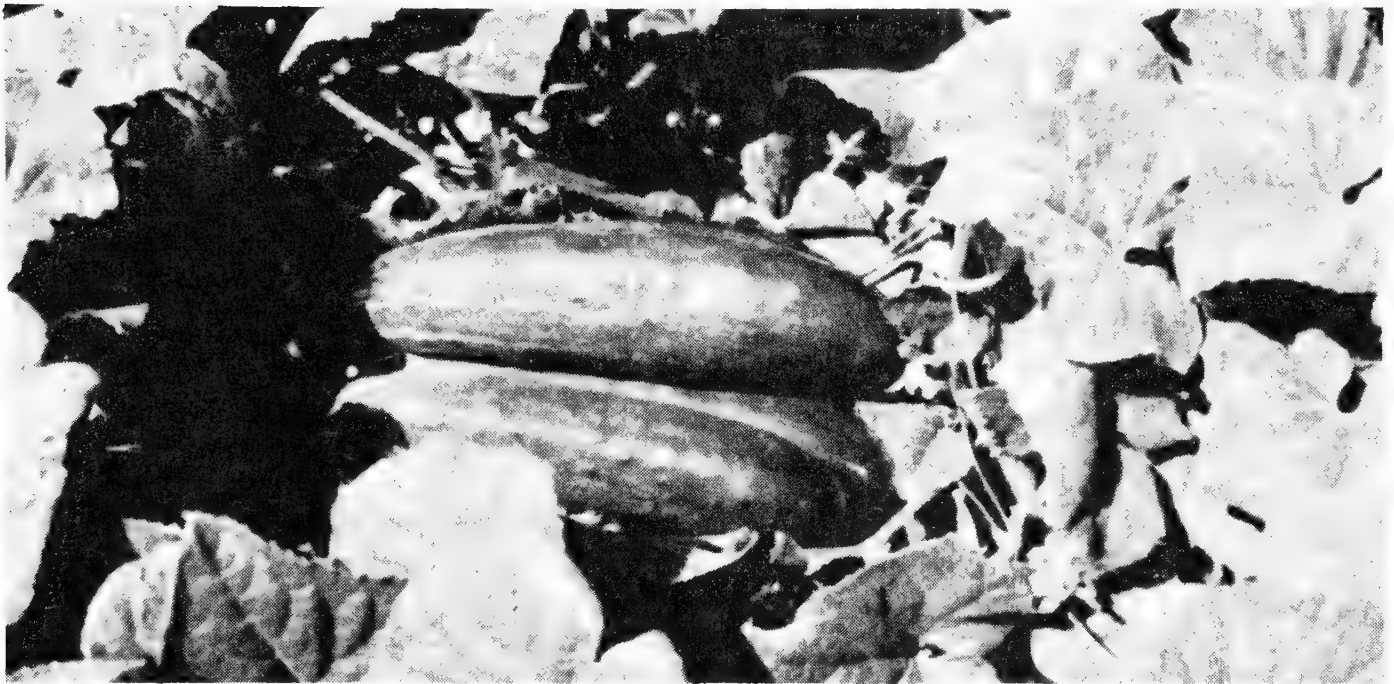
**Prices postpaid:** Ounce, 20c; ¼ pound, 65c; ½ pound, \$1.20; 1 pound, \$2.00; 2 pounds, \$3.80; 5 pounds, \$8.80; 10 pounds, \$16.00.

## *Cucumbers*

### **Earliest of All**

THIS is an exceptionally early variety, yielding fine quality fruits in profusion. The cucumbers are quite uniform, very large, and of a dark green color. The Earliest of All is especially fine for the home garden and local markets where early cucumbers are desired.

**Prices postpaid:** Ounce, 20c; ¼ pound, 65c; ½ pound, \$1.20; 1 pound, \$2.00; 2 pounds, \$3.80; 5 pounds, \$8.80; 10 pounds, \$16.00.



YOUR SELECTION OF VARIETIES WILL DEPEND UPON THE USE FOR WHICH THE CUCUMBER IS INTENDED. WE ARE OFFERING VARIETIES BEST SUITED FOR SLICING AND OTHERS EQUALLY AS GOOD FOR PICKLING.

### **Davis Perfect**

THIS is one of the leading commercial varieties and is an ideal cucumber for long shipments. For the market gardener and the home gardener it is one of the standard varieties. The fruits average nine to eleven inches in length, two and one-half to three inches in diameter. Its fruits are a dark green color, and the flesh is solid and of fine quality. The vines are vigorous and prolific.

**Prices postpaid:** Ounce, 20c; ¼ pound, 55c; ½ pound, \$1.05; 1 pound, \$1.75; 2 pounds, \$3.35; 5 pounds, \$7.70; 10 pounds, \$14.00.

### **National Pickling**

THIS is one of the finest of the pickling varieties. The small vines produce a very prolific crop of straight, uniform pickles. It is a black-spined variety that has become one of the most popular now in use.

**Prices postpaid:** Ounce, 25c; ¼ pound, 65c; ½ pound, \$1.20; 1 pound, \$2.00; 2 pounds, \$3.80; 5 pounds, \$8.80; 10 pounds, \$16.00.

## Cabbage

CABBAGE GROWS WELL in all parts of the country, and should be included in every garden. The seed should be sown in the hotbed very early, putting them in rows about 4 inches apart and covering with  $\frac{1}{2}$  inch of soil. The plants should not be crowded in the hotbed or coldframe or they will become tall, slender and weak, making the transplanting difficult. The plants should be hardened off by exposing them to the air for a time before transplanting. They should be transplanted as soon as hard freezing weather is over, setting in rows 2 feet apart, with the plants 18 to 36 inches apart in the row. Care in transplanting will repay you. Be sure to water the plants well before moving them, so that the soil will cling to their roots.

### Copenhagen Market

AN EARLY VARIETY, maturing in about 68 days, with short stems and medium sized heads. The heads are hard and round, uniform in size and have good keeping qualities. This is an excellent variety for the early market.

**Prices postpaid:** Packet, 10c; ounce, 40c;  $\frac{1}{4}$  pound, \$1.35;  $\frac{1}{2}$  pound, \$2.25; 1 pound, \$3.75.

### Marion Market

THIS IS a yellows resistant cabbage of fine quality that matures in about 75 days. The heads are round, crisp and uniformly of the Copenhagen type. Plants are larger, coarser and a few days later than Copenhagen Market.

**Prices postpaid:** Packet, 10c; ounce, 55c;  $\frac{1}{4}$  pound, \$1.80;  $\frac{1}{2}$  pound, \$3.00; 1 pound, \$5.00.

### Danish Ballhead

THIS IS *the best* of the late varieties, matures in about 105 days. The medium sized plants produce large, flat, globe-shaped heads of good quality. This is an exceptional keeper in storage with almost no waste.

**Prices postpaid:** Packet, 10c; ounce, 40c;  $\frac{1}{4}$  pound, \$1.35;  $\frac{1}{2}$  pound, \$2.25; 1 pound, \$3.75.





## Sweet Corn

SWEET CORN should be planted after all danger of frost is past and the soil has become warm. Plantings should be made in succession every two weeks, or better still, use different varieties that mature at different dates. One pound of seed will plant about 200 feet of row. The rows should be three or four feet apart and the seed planted 4 to 6 inches apart in the row, later thinning to 12 inches. In hill plantings the hills should be 3 to 4 feet each way, with 6 to 8 kernels planted to the hill, thinned later to 4 plants to the hill. Corn should be planted in blocks rather than in a single row to insure pollination.

### Golden Cross Bantam

THIS is one of the leading hybrids for all purposes. The ears are about 8 inches long, with 10 to 14 rows of kernels. The stalks are about 6 feet high, sturdy, straight, usually bearing two ears on each stalk. This is a very uniform variety in both stalks and ears. It is resistant to Stewart's disease or wilt. Matures in about 88 days.

**Prices postpaid:** ½ pound, 40c; 1 pound, 70c; 5 pounds, \$3.10; 10 pounds, \$5.60.

### Seneca Golden Hybrid

THIS is a very successful hybrid sweet corn that grows about 5½ feet tall, producing two fine ears to the stalk. The kernels are large, golden yellow, and of high quality. This is an excellent green corn and is equally good for dehydrating. Matures in about 75 days.

**Prices postpaid:** ½ pound, 40c; 1 pound, 70c; 5 pounds, \$3.10; 10 pounds, \$5.60.

### Country Gentleman

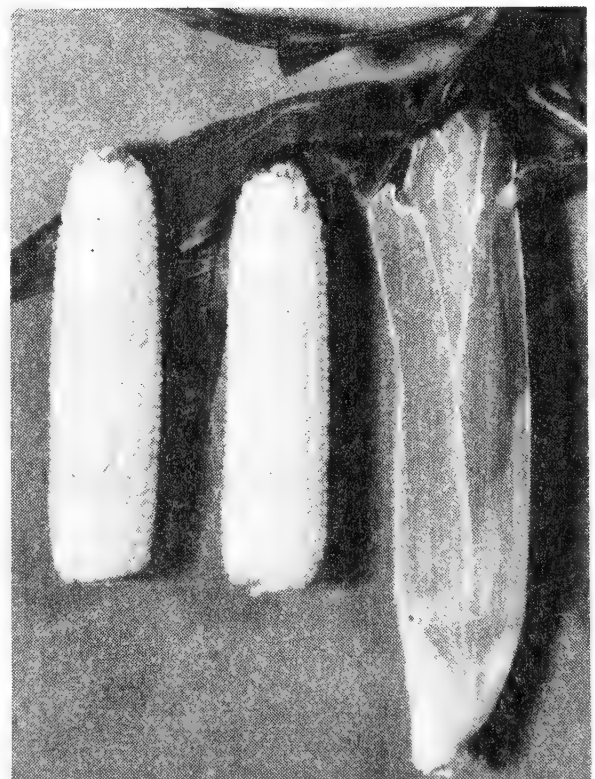
THIS is one of the most delicious varieties of sweet corn available, and one of the richest flavored of all late varieties. The plants are vigorous growers, with ears 7 to 8 inches long, maturing in about 95 days. The kernels are deep and slender, and set without regular row formation. This shoe-peg type corn is one of the best white varieties.

**Prices postpaid:** ½ pound, 25c; 1 pound, 40c;  
5 pounds, \$1.75; 10 lbs., \$3.20.

### Golden Bantam

THIS WELL-KNOWN variety is the leading early sort where yellow sweet corn is in demand. The Golden Bantam is a very hardy corn, maturing in about 80 days. The plants are from 5 to 6 feet tall, with ears 5 to 6 inches long. When the corn is ready for the table, the kernels are a bright golden yellow and are deliciously sweet, tender and juicy. For the early home garden it cannot be excelled.

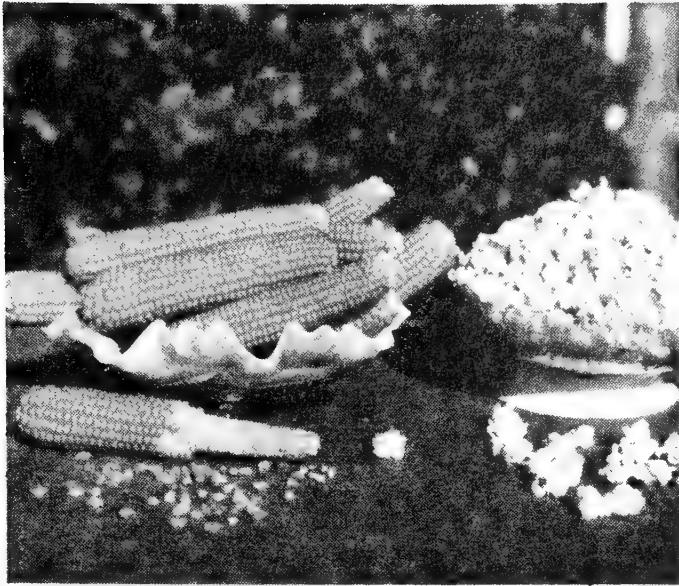
**Prices postpaid:** ½ pound, 25c; 1 pound, 40c;  
5 pounds, \$1.75; 10 lbs., \$3.20.



GOLDEN CROSS SWEET CORN

## Pop Corn

### Sunburst



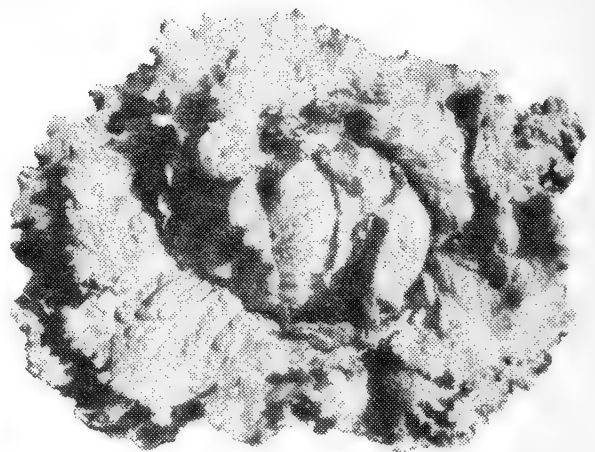
EACH SEASON the orders for Sunburst popcorn become more numerous and larger in size as this variety becomes better known. Many years of careful selective work have produced a popcorn of exceptional quality. Maturing in about 110 days, each stalk produces two fine ears, 9 to 10 inches long, well filled with amber-colored kernels, much larger than other varieties. Sunburst pops out snowy white and very soft and tender, and will increase 25 to 30 volumes in popping. The seed we offer has been carefully selected for yield, color, size and popping qualities. If you have not tried the Sunburst popcorn before, you will be pleasantly surprised at its superiority over other varieties.

#### Prices postpaid:

½ pound, 20c; 1 pound, 35c; 5 pounds, \$1.55; 10 pounds, \$2.80.

## Lettuce

LETTUCE is the nation's most popular vegetable for salads, and will grow in practically any good soil. The seed should be planted as soon as the soil can be worked in the spring, using a quarter ounce to the 100 feet of row. This thin planting of seed should be covered with ½ inch of fine soil. Since lettuce grows best during the cool seasons of the year, plantings should be made accordingly, or the plants can be started in hot-beds and set outdoors as early as weather permits.



### Imperial 152

THIS is one of the surest heading varieties, resistant and hardy. The heads are slightly flattened, solid, blanching to an almost pure white. This is one of the leading varieties maturing in about 82 days.

**Prices postpaid:** Packet, 10c; ounce, 30c; ¼ pound, \$1.00; ½ pound, \$1.80; 1 pound, \$3.00.

### New York No. 12

THIS IMPROVED TYPE of the New York Early produces large, solid heads of the flat-head type. Plants and heads are a light green, with few outer leaves. Matures in about 77 days.

**Prices postpaid:** Packet, 10c; ounce, 30c; ¼ pound, \$1.00; ½ pound, \$1.80; 1 pound, \$3.00.

### Grand Rapids Forcing

THIS is a loose-leaved variety that is especially good for outdoor planting and for forcing in the greenhouse. It is a hardy, disease resistant variety, with large upright plants. The leaves are bright green, large and curled. This early variety is tender and sweet. Matures in about 35 days.

**Prices postpaid:** Packet, 10c; ounce, 15c; ¼ pound, 50c; ½ pound, 95c; 1 pound, \$1.60.

## Onion

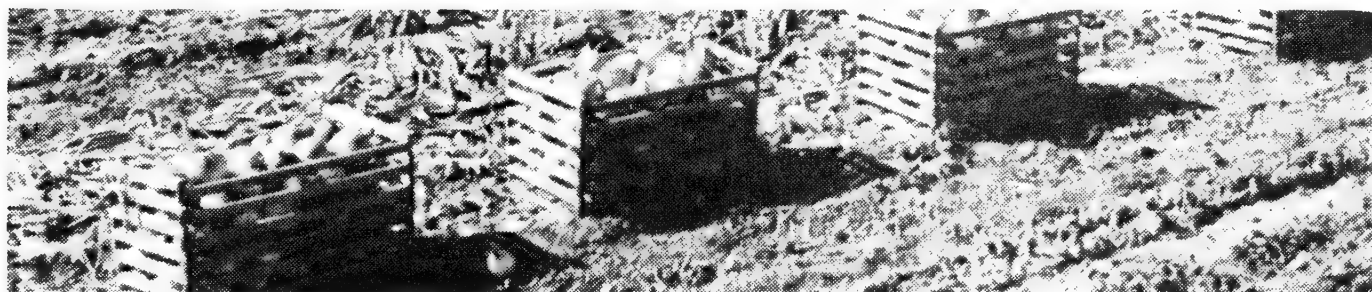
### Sweet Spanish

THE SWEET SPANISH is one of the best onion varieties because of its mildness, its keeping qualities, its color, and its heavy yield. The onions are large, nearly round and of a yellowish brown color. The flesh is white and unusually mild, though retaining the genuine onion flavor. It has excellent keeping qualities and can be stored for considerable periods. At Rocky Ford the Sweet Spanish can be stored in September and sold in April. Yields from this variety are very heavy. It matures in about 110 days. Our seed bulbs are carefully selected for size, color and keeping qualities, and we can offer some very high quality seed.

Onion seed should be planted as soon in the spring as the ground can be worked. The seed can be put in 18-inch rows and about an inch apart in the row, covered with one inch of fine soil. If the onions are to be stored in the fall, let the tops die down, then pull the onions and place in windrows for a day or two. When put in storage, keep dry and at a uniform temperature just above freezing.

With our specially selected seed, a little care in growing and harvesting, you can have an onion crop of which you can be proud.

**Prices postpaid:** Packet, 10c; ounce, 70c; 1/4 pound, \$2.50; 1/2 pound, \$4.20; 1 pound, \$7.00; 2 pounds, \$13.30; 5 pounds, \$30.80.



SWEET SPANISH ONIONS CRATED FOR STORAGE

## Peppers

PEPPER SEED should be planted in the hotbed 8 to 10 weeks before time to transplant in the open field. Sow the seed at a depth of about 1/2 inch in the hotbed. Pepper plants require more heat than tomato or cabbage plants, and if possible should be grown in separate beds. When the ground is thoroughly warm in the spring, set the plants in rows 2 to 3 feet apart and the plants 2 feet apart in the row.



### California Wonder

THIS is an excellent pepper that is very popular because of its thick, strong walls which are crisp and juicy. The glossy deep green fruits are mostly four-lobed, 3 1/2 to 4 inches in diameter and 4 to 4 1/2 inches long. They have a mild flavor. The plants are vigorous and prolific, producing their fruit in about 75 days.

**Prices postpaid:** Packet, 10c; ounce, 70c; 1/4 pound, \$2.50; 1/2 pound, \$4.20; 1 pound, \$7.00.

### Worldbeater

THIS is one of the best all-around peppers for either home or market garden. It is slightly earlier than the California Wonder, and produces peppers about 5 inches long by 3 1/2 inches in diameter. The fruit is a deep green. The flesh is thick, mild, and sweet.

**Prices postpaid:** Packet, 10c; ounce, 70c; 1/4 pound, \$2.45; 1/2 pound, \$4.05; 1 pound, \$6.75.



## Garden Peas

PEAS ARE one of the most popular garden vegetables. They should be planted as early in the spring as it is at all possible to work the ground, using both early and late varieties to give a continuous supply of peas. Make the rows two feet apart and cover the seed with one to one and a half inches of soil, using about a pound of seed to the 100 feet of row.

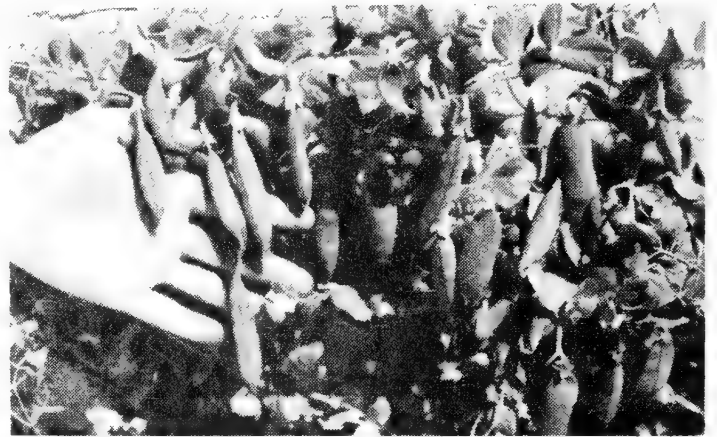
### Little Marvel

THIS IS one of the finest early varieties, maturing in about 63 days. The dark green vines grow about 18 inches tall, and bear heavily. The pods are dark green, averaging three inches in length, are straight and square ended, containing seven or eight large peas of delicious flavor. A big point in its favor is that it remains in prime picking condition a week longer than other varieties.

**Prices postpaid:** ½ pound, 25c; 1 pound, 45c; 5 pounds, \$2.00.

### Dwarf Alderman

THIS IS a main crop variety that matures in about 75 days. The plants are very vigorous and grow about 24 inches tall. The pods are large, slightly curved and pointed. The peas are large, sweet and succulent. This popular variety is excellently suited for home and market gardens.



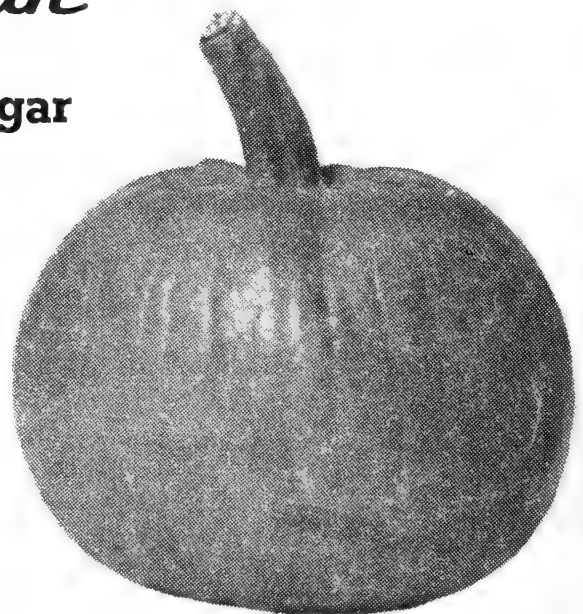
DWARF ALDERMAN

**Prices postpaid:** ½ pound, 25c; 1 pound, 45c; 5 pounds, \$2.00.

## Pumpkin

### Small Sugar

THIS IS the famous New England Pie Pumpkin, and is the finest sort for home and market gardens. The fruits are round, flattened at the ends, and weigh about six pounds. The skin is hard, smooth and reddish orange in color. The rich orange flesh is fine grained and sweet. The Small Sugar Pumpkin is an excellent keeping variety. Pumpkins should be planted in hills six to eight feet apart. The seed should be planted about an inch deep, with six to eight seeds to the hill, later thinning to the two best plants. An ounce of seed will plant 25 hills, and four to five pounds should plant an acre. Young plants are injured by frost, so planting should not be done until the weather is reasonably warm and settled. About 100 days is necessary for maturity.



SMALL SUGAR PUMPKIN

**Prices postpaid:** Ounce, 15c; ¼ pound, 40c; ½ pound, 75c; 1 pound, \$1.25.

## Radish

RADISHES will grow on any soil. For the best quality, the soil should not be allowed to dry out, as this will develop a sharper flavor. One ounce of seed will plant 100 feet of row. Make the rows a foot apart and sow the seed one-half inch deep. The seedlings should be thinned to one inch apart. Successive plantings can be made to furnish fresh, crisp radishes over a long period.

### Early Scarlet Globe

A GLOBE-SHAPED radish maturing in about 23 days. The roots are one and a half inches long, with small tap roots. The skin is a bright scarlet, and the flesh a pure white, crisp and tender. The tops are small and suited for bunching.

**Prices postpaid:**

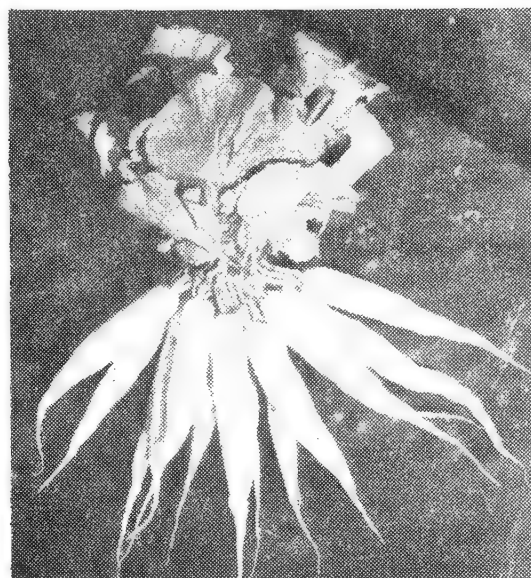
Packet, 5c; ounce, 10c; 1/4 pound, 30c; 1/2 pound, 60c; 1 pound, \$1.00.

### Icicle

A FINE, long, white radish maturing in about four weeks. The roots are five inches long, slender and straight. The skin is pure white, thin and tender. The flesh is clear white, juicy and mild. The tops are small.

**Prices postpaid:**

Packet, 5c; ounce, 10c; 1/4 pound, 30c; 1/2 pound, 60c; 1 pound, \$1.00.



THE WHITE ICICLE RADISH

## Squash

### Early White Bush Scallop

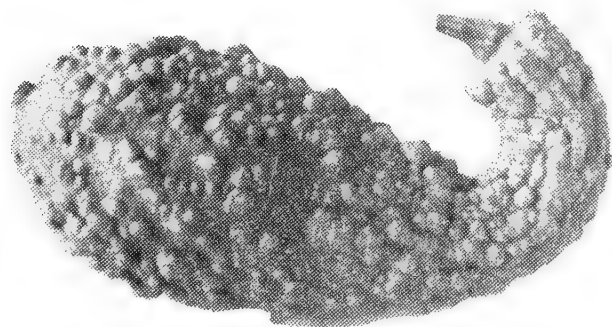
THIS IS a standard summer scalloped squash for home and market gardens. It matures in about 53 days, producing a round, flat squash that is smooth, with scalloped edges. These are about 3 inches thick and 8 inches in diameter, a bright green when young, changing to pure white as the fruit matures. It should be planted in hills or rows 4 feet apart, using 8 to 10 seed to the hill, and thinning to the best four plants. An ounce of seed will plant 25 hills.

**Prices postpaid:** Ounce, 10c; 1/4 pound, 35c; 1/2 pound, 65c; 1 pound, \$1.10.

### Early Summer Crookneck

THIS IS a very early variety, maturing in about 50 days. The fruits are 8 to 10 inches long and 2 1/2 to 3 inches in largest diameter. They are pear-shaped with a curved neck, heavily warted, with a medium yellow skin in the edible stage. This is a good bush type squash for home and market gardeners.

**Prices postpaid:** Ounce, 10c; 1/4 pound, 35c; 1/2 pound, 65c; 1 pound, \$1.10.



"EARLY SUMMER CROOKNECK"

### Improved Hubbard

THIS GREEN HUBBARD is the standard winter variety of excellent keeping qualities. The flesh is a deep yellow, very thick, fine grained, sweet and dry, making it excellent for table use. The rind is a dark ivy green, rough, hard and slightly warted. The fruits are about 12 inches long and 9 inches in diameter, globe-shaped, tapering at both ends. It matures in about 105 days.

**Prices postpaid:** Ounce, 20c; 1/4 pound, 65c; 1/2 pound, \$1.20; 1 pound, \$2.00.

## Tomatoes

TOMATOES should be grown in every garden, and it is quite simple to grow your own plants. Seed may be planted in a hotbed or in a shallow box in the house. About five weeks should be allowed for the plants to reach the proper size for transplanting out of doors when the weather has become warm and danger of frost has passed. Sow the seeds in rows 3 inches apart, covering with  $\frac{1}{4}$  inch of soil. When the plants are about 2 inches tall, transplant to a larger box or cold frame and space about 4 inches apart. When transplanted to the garden, plant in rows 4 feet apart and 4 feet apart in the row. The plants should be hardened off before setting in the open by giving them plenty of air and letting the soil get somewhat dry. Be sure, however, to give the plants plenty of water a few hours before moving them.

### Bounty

THIS SPLENDID early variety, a cross between Allred and Break O'Day, was developed by the North Dakota Agricultural Experiment Station. It is a determinate-vine variety, growing a small, compact vine, heavily loaded with solid, meaty, medium-sized, bright red tomatoes. The quality of these extra early tomatoes is very high, and culls are few. It is a good shipper as well as a fine home and market garden tomato. Yields are exceptionally heavy. Matures in 60 to 70 days.



THE NEW BOUNTY TOMATO

#### Prices postpaid:

Packet, 10c; ounce, 70c;  $\frac{1}{4}$  pound, \$2.50;  
 $\frac{1}{2}$  pound, \$4.20; 1 pound, \$7.00.

### Break O'Day

THIS is a wilt-resistant variety developed by Dr. Pritchard from the Marglobe and Marvana. It resembles the Marglobe in shape and size, being large and almost round. The fruits are solid, meaty and scarlet in color. The vines are open and spreading, with medium foliage. The Break O'Day is an early tomato, maturing in 62 to 72 days.

**Prices postpaid:** Packet, 10c; ounce, 60c;  $\frac{1}{4}$  pound, \$2.05;  $\frac{1}{2}$  pound, \$3.45;  
1 pound, \$5.75.

### Indiana-Baltimore

THIS is an improved strain of the Greater Baltimore. The Indiana-Baltimore is a mid-season tomato, heavy, firm, and thick-meated. The fruits are deep red, free from cracks and ridges. This variety is one of the heaviest producers we offer. Matures in 75 to 82 days.

**Prices postpaid:** Packet, 10c; ounce, 50c;  $\frac{1}{4}$  pound, \$1.80;  $\frac{1}{2}$  pound, \$3.00;  
1 pound, \$5.00.



## Tomatoes

### Marglobe

THE MARGLOBE is a particularly uniform smooth tomato that is unusually heavy and firm, making it a fine shipper. The fruit is a deep scarlet in color, globe shaped, with exceptionally small seed cavities. The thick outer wall is almost free of cracking. It is resistant to Fusarium wilt and nailhead rust. Matures in 70 to 80 days.

**Prices postpaid:** Packet, 10c; ounce, 60c; ¼ pound, \$2.15; ½ pound, \$3.60; 1 pound, \$6.00.

### Marketeer

THE MARKETEER TOMATO is one of the finest main crop tomatoes offered to the gardeners of America. It is a deep red in color, and has thick meat with solid midwalls. The seed cavities are exceedingly small with few seeds. The fruits are large and smooth and make excellent shippers. The Marketeer is an ideal tomato for the market gardener.

**Prices postpaid:** Packet, 10c; ounce, 40c; ¼ pound, \$1.45; ½ pound, \$2.40; 1 pound, \$4.00.

### Matchless

A LARGE MAIN CROP TOMATO, and, as its name indicates, is matchless in size, color, and productiveness. It is a worthy competitor of the unexcelled Marketeer. The Matchless is a strong, vigorous grower with sturdy vines, producing an abundant crop of large, handsome, rich scarlet-red, perfectly smooth tomatoes. Its fruits are solid, heavy and have long-keeping qualities. Matures in 75 to 85 days.

**Prices postpaid:**

Packet, 10c; ounce, 30c; ¼ pound, \$1.10;  
½ pound, \$2.00; 1 pound, \$3.50.



THE BREAK O'DAY IS OUTSTANDING FOR ITS  
SMOOTH, UNIFORM FRUITS AND ITS  
RESISTANCE TO WILT

### Pritchard

THIS OUTSTANDING VARIETY is of the self-pruning type, heavily productive and disease resistant. The fine quality fruits are large, smooth, globe-shaped, and ripen uniformly to a deep scarlet both inside and out. This is a splendid tomato for market, garden and shipping. Matures in 68 to 75 days.

**Prices postpaid:** Packet, 10c; ounce, 65c; ¼ pound, \$2.35; ½ pound, \$3.90; 1 pound, \$6.50.

## Watermelons

### Black-Seeded Klondike

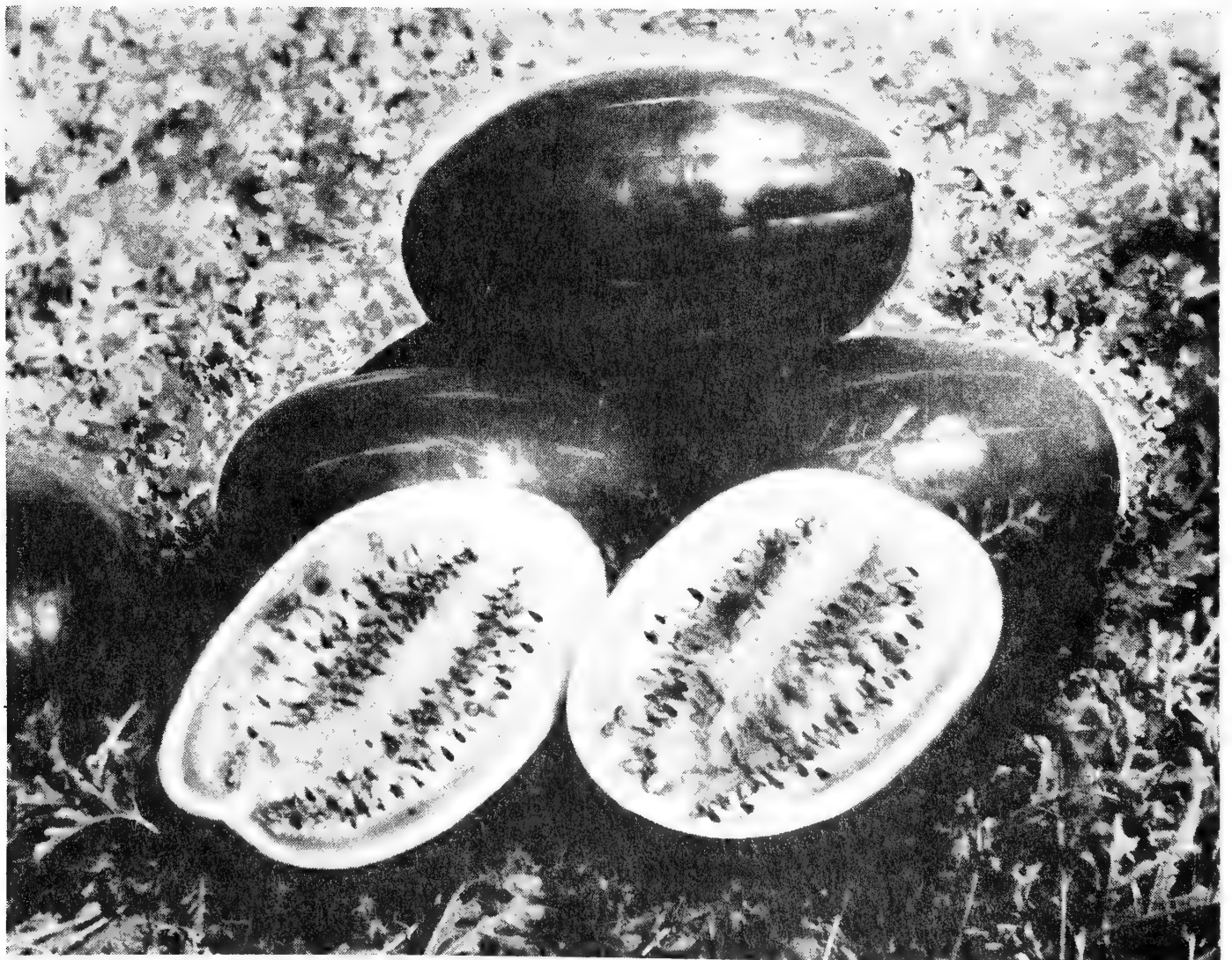
THESE KLONDIKES are short green melons, oblong, tapering to the blossom end, and will weigh 18 to 20 pounds. The flesh is a deep red and very sweet. The seeds are small and black. This early variety matures in about 80 days and is one of the popular market melons. They may be planted as soon as danger of frost is past, planting in hills 6 to 8 feet apart. About 8 seeds are used to the hill, planted about 1 inch deep. The plants should be thinned to the 2 or 3 best plants to the hill. An ounce of seed will plant about 30 hills.

**Prices postpaid:** Ounce, 25c; ¼ pound, 80c; ½ pound, \$1.50; 1 pound, \$2.50; 2 pounds, \$4.75; 5 pounds, \$11.00; 10 pounds, \$20.00.

### Dixie Queen

THIS LARGE OVAL-SHAPED MELON is one of the most popular varieties. In size it will average about 35 pounds, but may grow as large as 50 pounds. The outer skin is light green, striped with dark green. The rind is tough and the flesh is a rich scarlet. The seeds are small and white. It is an excellent shipper and a heavy yielder, maturing in about 85 days. Its delicious sweetness accounts for its popularity.

**Prices postpaid:** Ounce, 25c; ¼ pound, 80c; ½ pound, \$1.50; 1 pound, \$2.50; 2 pounds, \$4.75; 5 pounds, \$11.00; 10 pounds, \$20.00.



# The Rocky Ford Cantaloupe Seed Breeders Association

## ROCKY FORD, COLORADO

*Send the following to:*

Name\_\_\_\_\_

Rural Route or Street\_\_\_\_\_

Post Office \_\_\_\_\_

State \_\_\_\_\_

DO NOT USE THIS SPACE

Ship by (check one) Parcel Post\_\_\_\_\_ Express\_\_\_\_\_ Freight\_\_\_\_\_

Amount enclosed: Money Order \$\_\_\_\_\_ Stamps \$\_\_\_\_\_

Check \$\_\_\_\_\_ Cash - \$\_\_\_\_\_

[illegible]

OVER

FOR YOUR CONVENIENCE YOU CAN RETURN THIS ORDER  
IN THE ENCLOSED POSTAGE FREE ENVELOPE



## ORDER CONTINUED

QUANTITY	NAME OF VARIETIES	PRICE	
	Total Amount Enclosed		

Remarks:

Postage  
Will Be Paid  
by  
Addressee

No  
Postage Stamp  
Necessary  
If Mailed in the  
United States

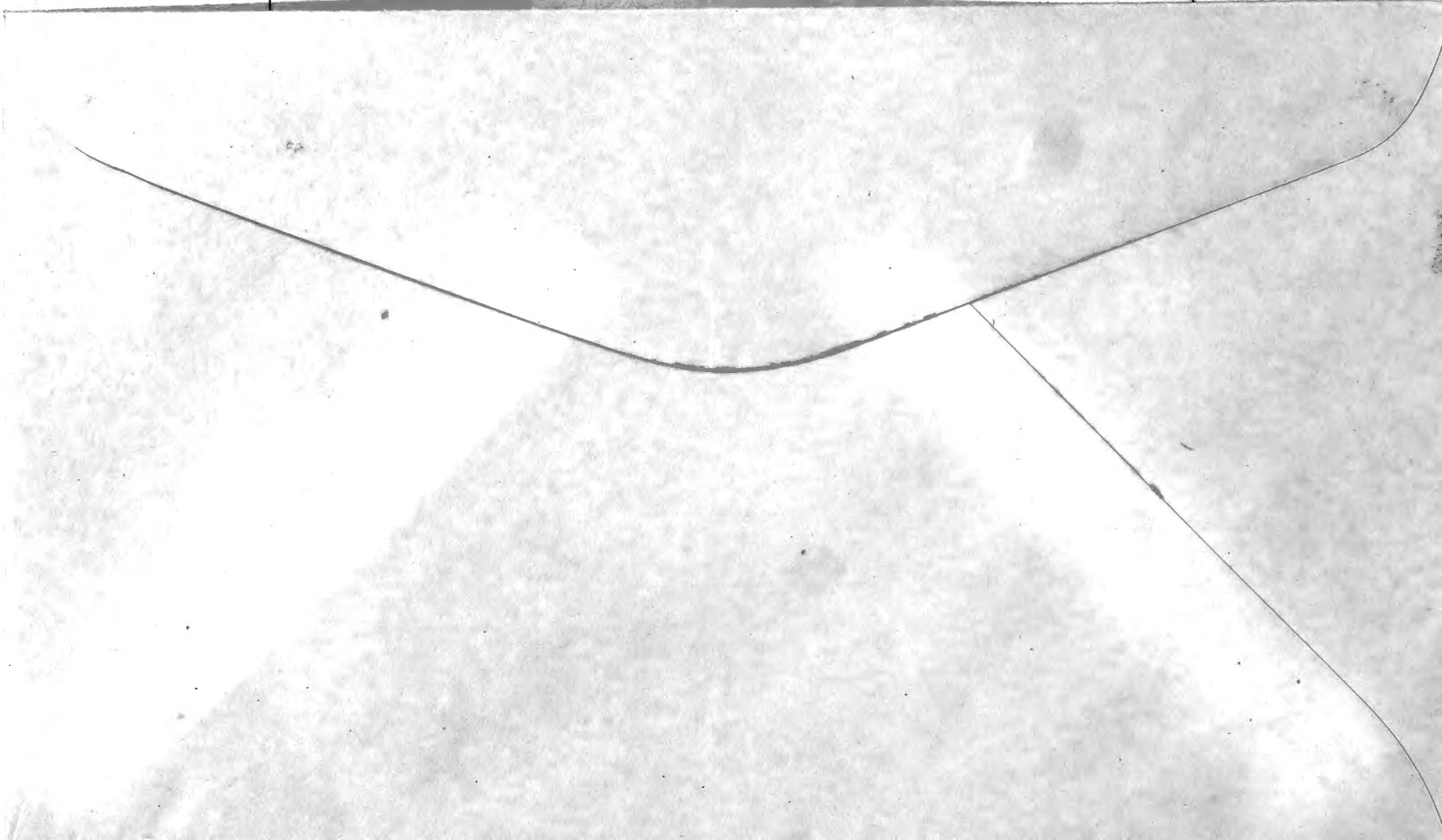
**BUSINESS REPLY ENVELOPE**

First Class Permit No. 3, Sec. 510, P.L. & R., Rocky Ford, Colorado

ROCKY FORD CANTALOUPE SEED  
BREEDERS ASSN.

ROCKY FORD, COLORADO







# REGARDING YOUR ORDER

Enclosed with this 1947 Manual is an order blank. By filling it out completely you will assist us in handling your order promptly and accurately. Give your name and complete address legibly. Check the manner of shipment you prefer. Note the amount that is enclosed in payment of your order. Send the order to us in the enclosed business reply envelope which requires no postage.

**IMMEDIATE SHIPMENT.** Under normal conditions all orders are filled and shipped the same day they are received. Careful attention is given all orders to insure accuracy in filling them.

**SAFE ARRIVAL GUARANTEED.** We pay all transportation costs and guarantee the safe arrival of all seed sent by parcel post or express.

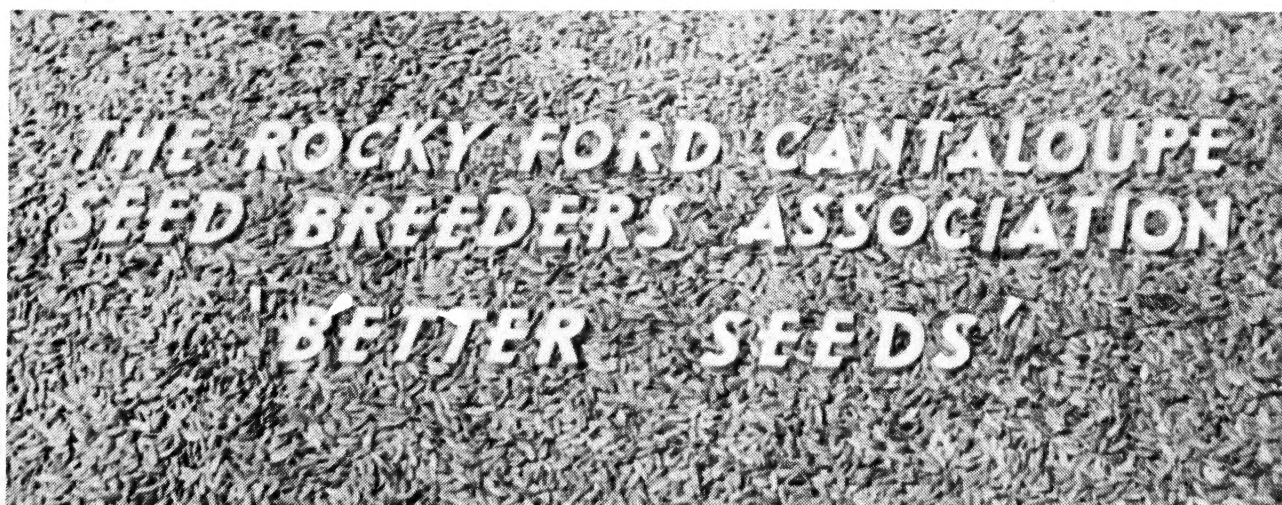
**RUSH ORDERS.** If there is urgent need for the seed immediately, please do not hesitate to wire us. Telegraphic orders will receive immediate attention.

**ONE POUND BAGS.** Many customers prefer their seed packed in one pound bags. We will pack your seed, at your request, in one pound, sealed, cloth bags at no extra cost.

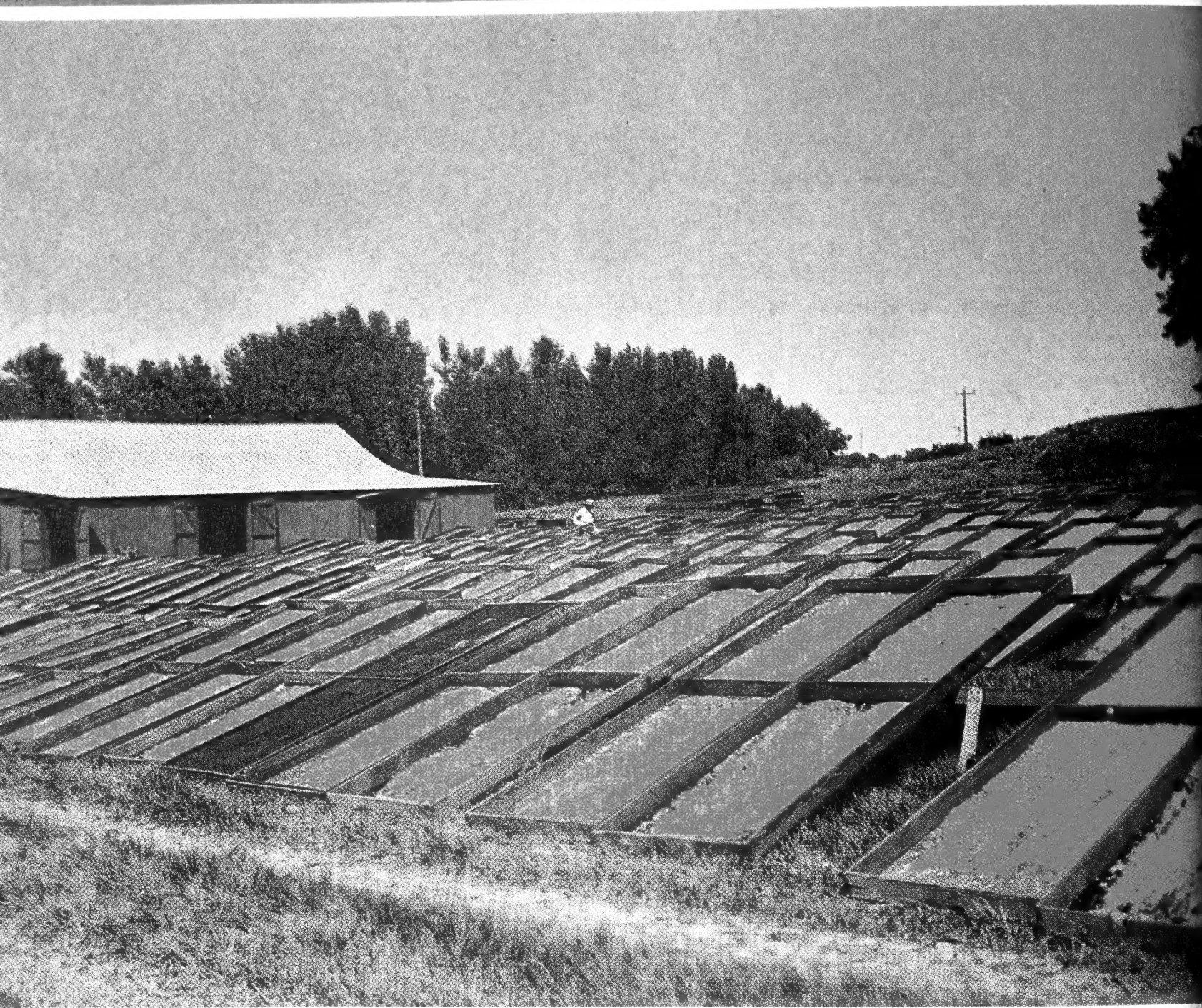
**WARRANTY.** In common with other members of the American Seed Trade Association, our seed is sold under the following warranty: The Rocky Ford Cantaloupe Seed Breeders' Association gives no warranty, express or implied, as to the productiveness of the seed it sells, and will not be in any way responsible for the crop. Our liability, in all instances, is limited to the purchase price of the seed.

**WRITE US.** We will be pleased to hear from you this season. If we can be of help to you in any way in answering questions regarding varieties, cultural methods, diseases or any other matter, please feel free to write us.

We take this opportunity to express to you our hope that the coming season will be a successful and profitable one for you.



On the front cover of this catalog is a photograph of the harvesting work in one of our seed fields in the Fall of 1945. This photograph shows the hand cutting of our cantaloupe seed.



The photograph on this page is a picture of our drying yards. When the cantaloupe seed has been cut and washed, it is placed on trays in the sun to dry and cure.

THE ROCKY FORD CANTALOUPE  
SEED BREEDERS' ASSOCIATION  
ROCKY FORD, COLORADO